

Jun 12, 2026

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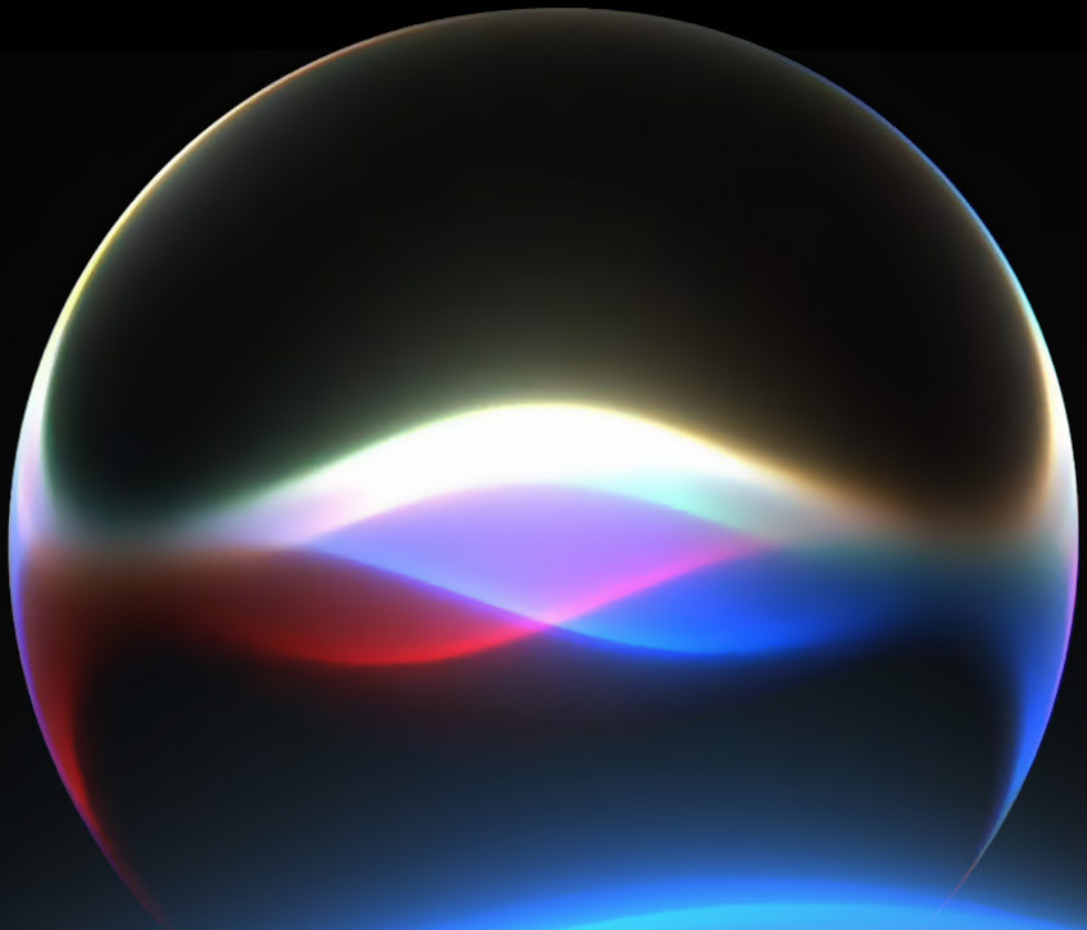
15-Year Anniversary

Apple Magazine™

IOS 27
OLDER IPHONES
RUN FASTER
NEW UPDATE BOOSTS
OLDER DEVICE SPEED

Special Edition

SHORTCUTS
AI-POWERED
WORKFLOWS
NEW APP LETS USERS
AUTOMATE MORE TASKS



WWDC26

SIRI AI AND THE DAWN OF APPLE INTELLIGENCE INTEGRATION ACROSS THE ECOSYSTEM



Tap Into the Buying Power of U.S. Apple Users



\$86,000+ per Year

Average Income



Premium Spending

Purchasing Behavior



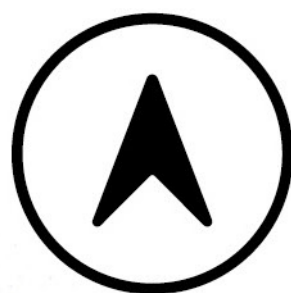
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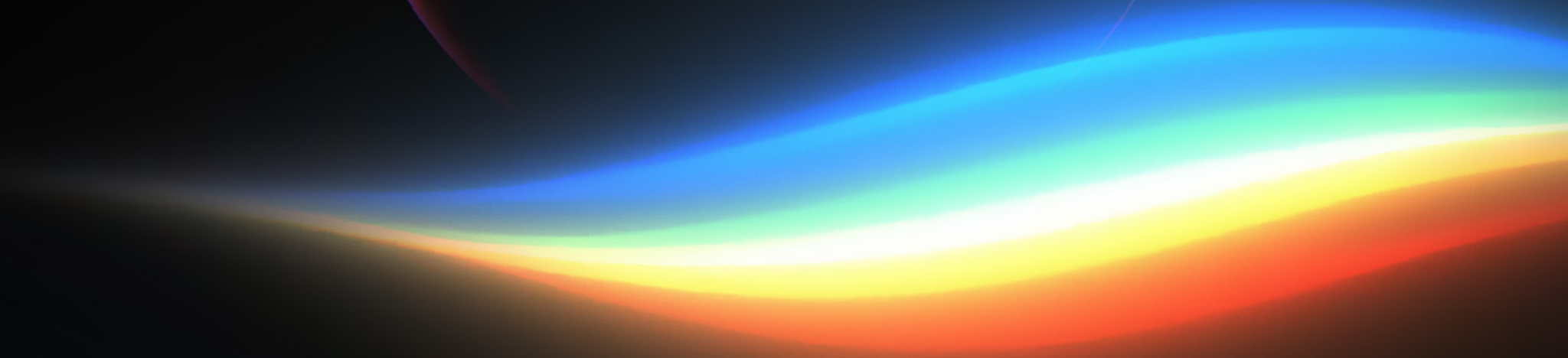
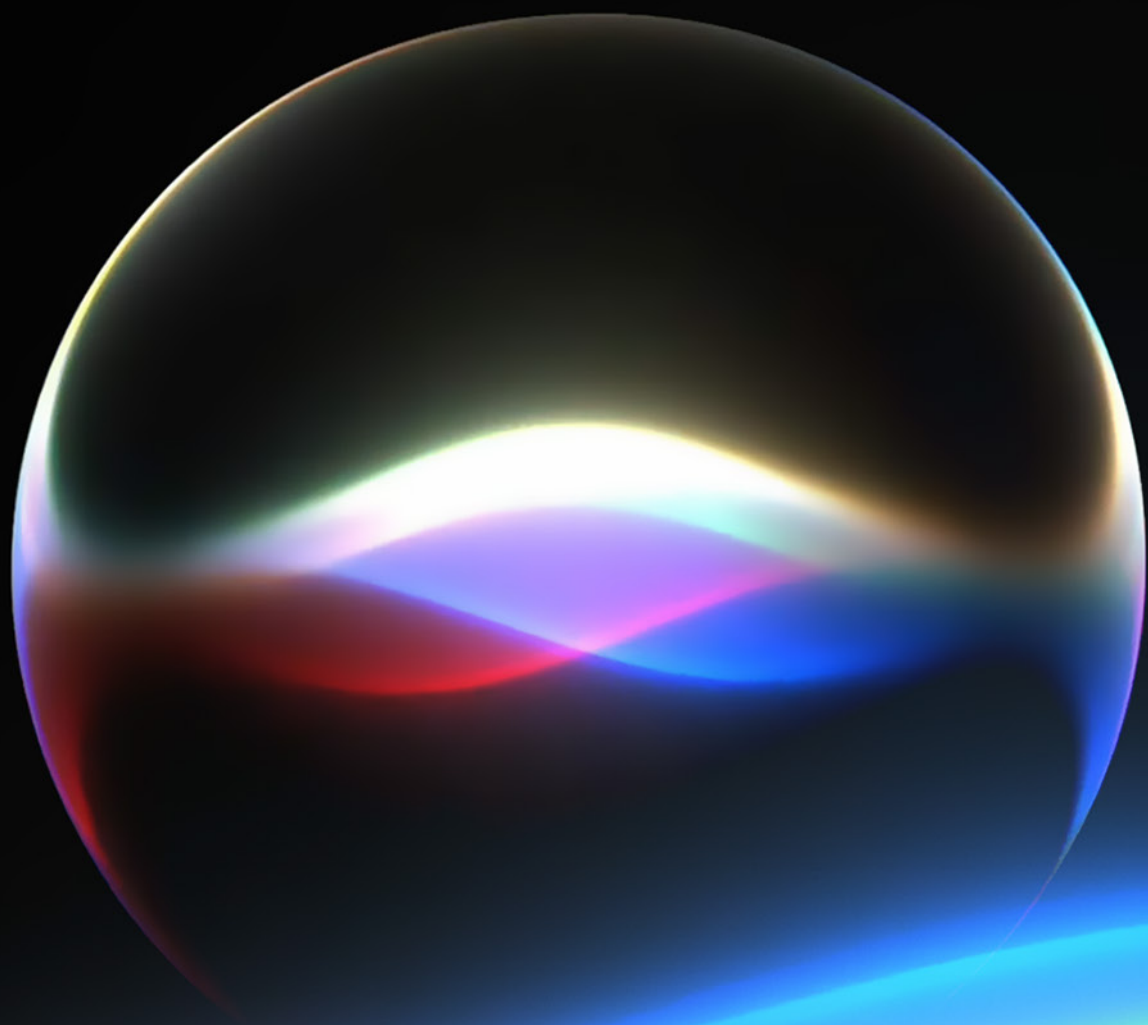
Marketplace**Spotlight**

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with the Apple audience.

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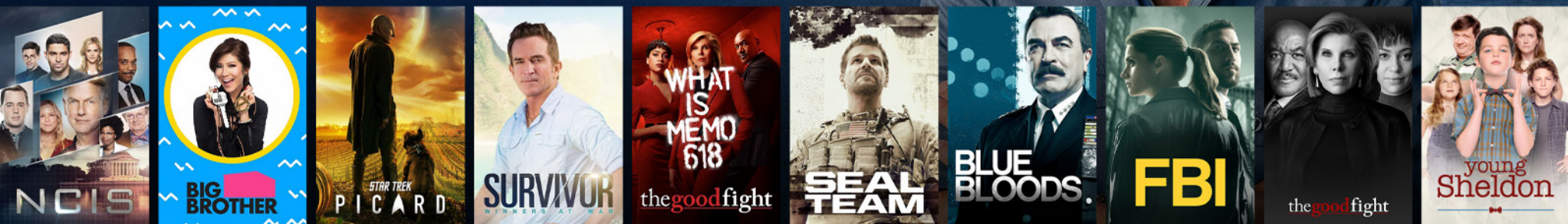
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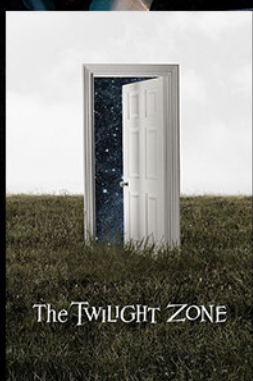
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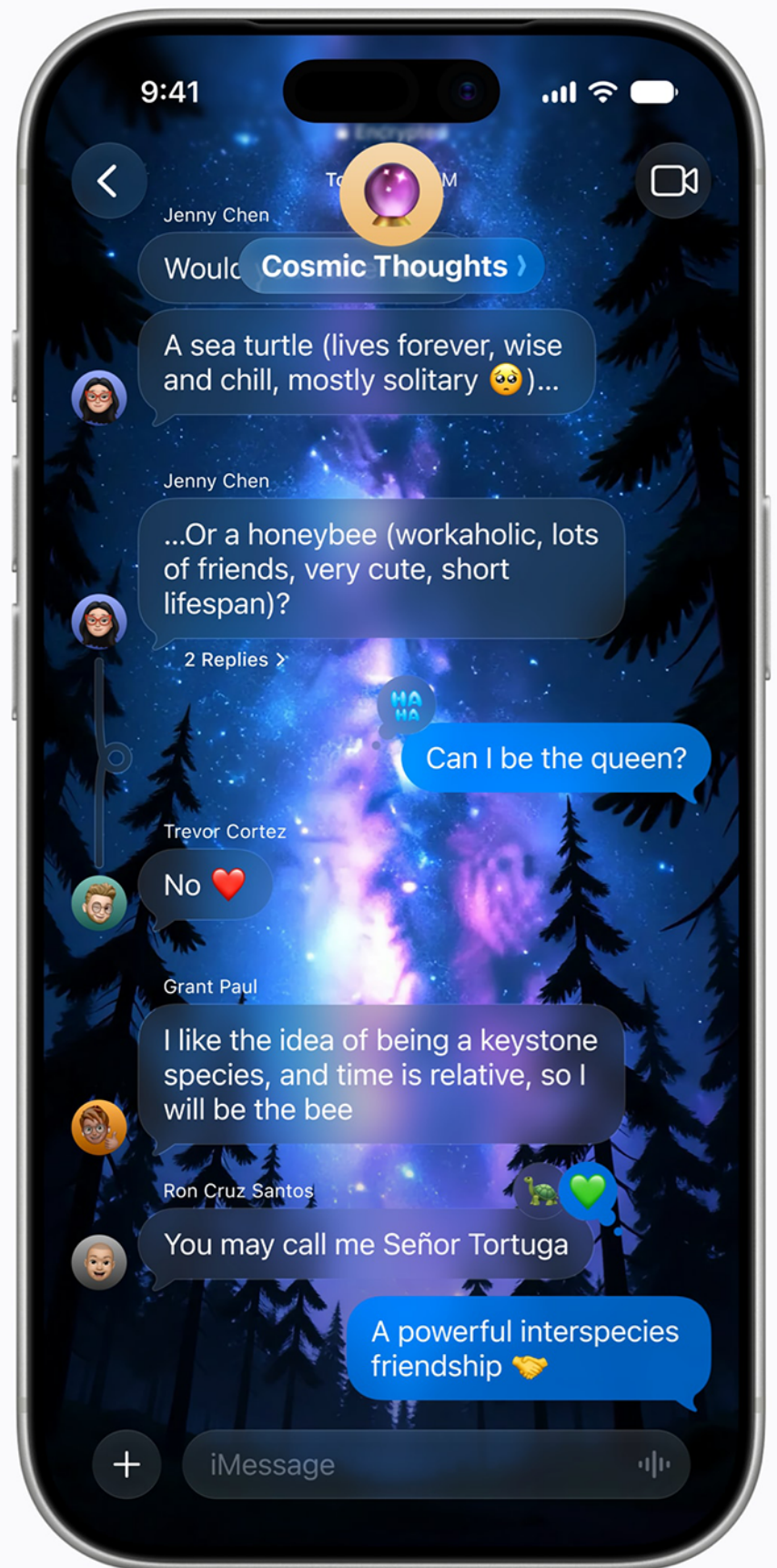
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IOS 27 IS MAKING OLD IPHONES FASTER

Apple has taken a refreshing approach with iOS 27 by focusing heavily on efficiency and speed rather than just piling on flashy new features. The company highlighted under-the-hood improvements at WWDC 2026 that breathe new life into older iPhones, extending official support all the way back to the iPhone 11. Seven-year-old devices are not only getting the update but are actually performing better in everyday use.

The secret lies in a refined CPU scheduler that smarter manages resources across different workloads. By cleaning up legacy code, optimizing memory handling, and improving how the system prioritizes tasks, iOS 27 makes the entire experience feel more responsive. Animations





glide smoother, app switching feels snappier, and background processes no longer drag things down as much on hardware that once struggled.

Early testers running the developer beta on iPhone 11 and iPhone 12 models report noticeable improvements in fluidity, even as some AI features remain limited to newer chips. Apple seems to have learned from past updates, prioritizing stability and performance this time around.

KEY SPEED IMPROVEMENTS USERS WILL NOTICE

One of the biggest wins comes in app launching, with apps now opening up to 30 percent faster across supported devices. Whether jumping into Messages, Safari, or a third-party favorite, the wait time shrinks noticeably. The Photos app benefits even more dramatically, with newly captured images loading up to 70 percent faster.

AirDrop transfers complete up to 80 percent quicker in ideal conditions. Keyboard responsiveness, Home Screen page swipes, and App Library navigation all feel quicker. These gains add up during daily use, turning what used to feel sluggish into something enjoyable again.

The optimizations extend to system-level tasks like Wi-Fi to cellular handoffs, reducing dropped connections and improving overall reliability for users on older iPhones.



This appears to be a **cricket ball**, which is made of cork layers wound with string and a leather shell. The raised seam is still about 80 individual stitches, which provide aerodynamic stability for bowlers.

PHOTO

SI









BATTERY LIFE AND EFFICIENCY GAINS

Performance improvements come paired with better power management. By removing outdated code and streamlining interactions between apps and the system, Apple has created headroom that helps older batteries last longer. Early beta reports mention reduced background drain on models like the iPhone 11 and SE.

The smarter CPU scheduling ensures the processor only ramps up when truly needed. This keeps things zippy without constantly taxing the hardware, especially valuable on devices with aging batteries. Results vary by usage, but the trend points toward a more efficient experience that respects the limitations of older silicon.

REAL-WORLD TESTING AND EARLY FEEDBACK

Developer beta users have been sharing experiences across forums, with many pleasantly surprised by how well iOS 27 runs on vintage hardware. Smoothness of animations and transitions that previously felt choppy on iPhone 11 series stands out. Multitasking feels more capable, with apps staying in memory longer and resuming faster.

Initial battery drain during the first few days as the system indexes is common but settles down quickly. Minor bugs like occasional CarPlay hiccups exist in the early beta, yet Apple's focus on polishing performance suggests these will be addressed before the public release.

For those holding onto older iPhones, this update feels like a genuine gift that delays the need for an upgrade.





COMPATIBILITY AND WHAT TO EXPECT THIS FALL

iOS 27 will roll out this fall to every iPhone that supported iOS 26, from the iPhone 11 through the latest models. This broad compatibility sets it apart from recent years. Developer betas are already available, with public ones expected in July.

While some advanced Apple Intelligence features require newer hardware, the core performance enhancements are available across the board, ensuring the speed benefits reach the widest audience.

THE BIGGER PICTURE FOR APPLE USERS

By investing in these foundational improvements, Apple is sending a clear message about software longevity. iOS 27 stands out as a practical update that values your current iPhone. The combination of faster apps, smoother interfaces, and better efficiency makes it one of the more compelling reasons to update, especially on older models.

These changes reflect a mature approach to operating system design that prioritizes real usability. For millions of iPhone users, iOS 27 could mean getting a few more years of solid performance out of their trusted devices.





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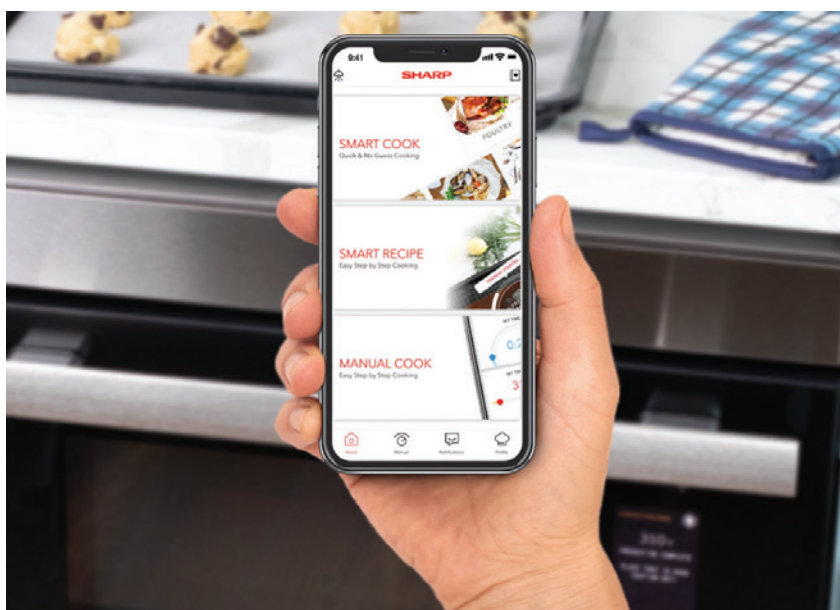
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OPENAI PLANS DESKTOP SUPER APP TO UNIFY ITS GROWING AI ECOSYSTEM

OpenAI is reportedly developing a desktop application designed to bring several of its AI products together under a single interface, marking a major step in the company's evolution beyond ChatGPT. Rather than operating as a standalone chatbot, the platform would function as a centralized workspace for AI-powered productivity, automation, content creation, and digital assistance.

The move reflects a broader ambition to make AI a primary computing layer, integrating multiple capabilities into one environment instead of distributing them across separate applications.





OpenAI

FROM CHATBOT TO AI OPERATING ENVIRONMENT

Since ChatGPT's launch, OpenAI has expanded far beyond conversational text generation. The company now offers tools for coding, image generation, voice interaction, research, task automation, and document analysis.

A unified desktop platform would allow these capabilities to work together more seamlessly. Instead of switching between specialized tools, users could access multiple AI functions through a single interface that maintains context across tasks.

The strategy mirrors a larger industry trend in which AI companies are attempting to become central productivity platforms rather than providers of individual features.

For OpenAI, this represents a shift from offering an application to building an ecosystem.

WHY A SUPER APP MAKES SENSE

As OpenAI's product lineup grows, managing separate interfaces becomes increasingly complex. Combining them into one desktop environment could simplify the user experience while encouraging deeper engagement.

A single application can also maintain context between activities. A conversation, document, coding project, image, or research task could potentially remain connected rather than existing in isolated sessions.

This continuity is becoming one of the defining goals of modern AI systems. Users increasingly expect assistants to remember previous interactions, understand ongoing projects,



|Message Chat



Search



GPT

and support workflows that extend across multiple tasks.

A desktop super app would provide the infrastructure for that type of experience.

CHALLENGING TRADITIONAL SOFTWARE

The reported initiative suggests OpenAI sees AI not merely as a feature inside existing applications but as a potential replacement for many traditional software workflows.

Tasks that once required separate programs for writing, coding, research, scheduling, and collaboration could increasingly be handled through a common AI-driven interface.

Instead of opening multiple applications, users may interact primarily with a conversational environment capable of accessing specialized tools when needed.

This approach changes the relationship between software and the user. Rather than navigating menus and commands, users describe goals and allow AI systems to determine how best to accomplish them.

The result is a computing model centered on outcomes rather than applications.

COMPETING WITH TECH GIANTS

A desktop AI hub would place OpenAI in more direct competition with established platform providers including Microsoft, Google, and Apple.

Each company is working to integrate AI deeply into its operating systems and productivity tools. Microsoft is embedding AI throughout Windows

and Microsoft 365, Google is expanding Gemini across its services, and Apple is incorporating Apple Intelligence into its ecosystem.

OpenAI's advantage is that it can build around AI from the ground up rather than integrating it into decades-old software architectures.

The challenge is persuading users to adopt a new workflow centered on its platform.

A STEP TOWARD AGENT-BASED COMPUTING

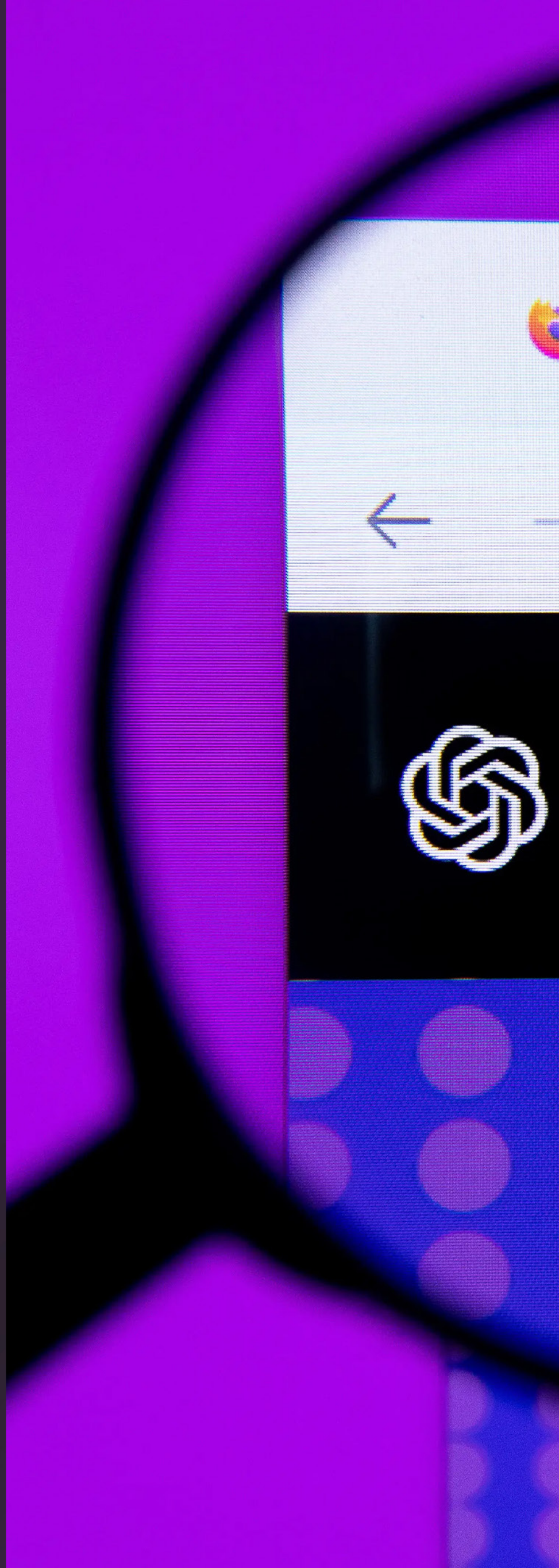
The desktop application may also serve as a foundation for AI agents capable of performing increasingly complex actions. Instead of answering questions, future systems could manage projects, coordinate tasks across applications, and execute multi-step workflows on behalf of users.

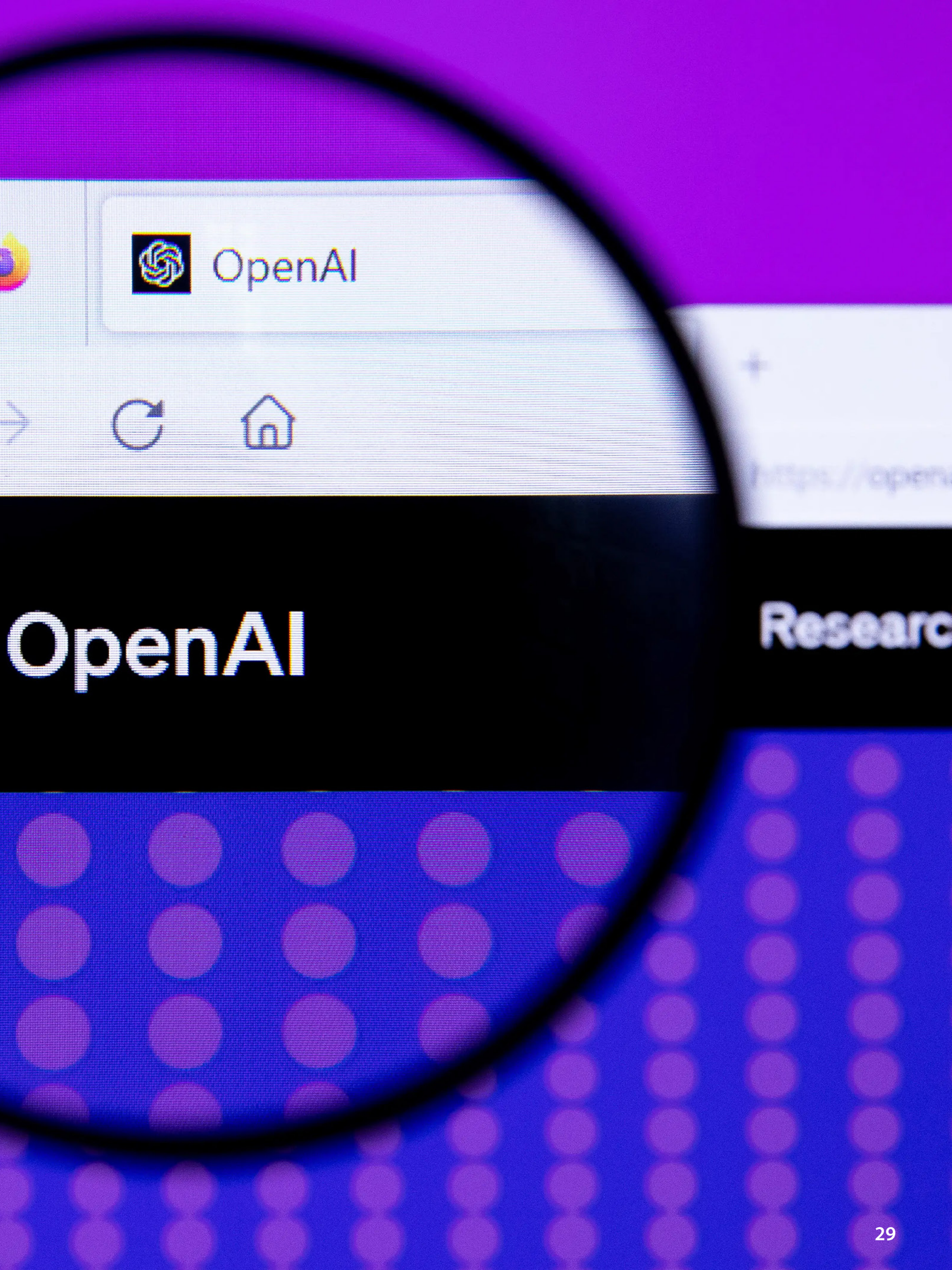
Such capabilities require persistent context, access to multiple tools, and a unified environment where actions can be coordinated efficiently. A desktop super app provides exactly that framework.

This evolution reflects a growing belief that AI's future lies not only in generating content but also in helping users accomplish practical work across different domains.

THE BUSINESS STRATEGY BEHIND THE PLATFORM

A consolidated application could also strengthen OpenAI's business model. By housing more services within a single platform, the company increases user engagement while





OpenAI

Research



creating opportunities for premium features and enterprise offerings.

The approach mirrors successful platform strategies seen throughout the technology industry, where companies seek to become central hubs rather than standalone utilities.

As more AI products emerge, owning the interface through which users access those tools becomes increasingly valuable. The desktop application would give OpenAI greater control over that relationship.

BUILDING THE AI WORKSPACE OF THE FUTURE

The reported project highlights OpenAI's broader vision of AI as a comprehensive computing environment rather than a collection of individual tools. By bringing chat, research, automation, coding, voice interaction, and content generation together, the company is attempting to create a unified workspace built around artificial intelligence.

Whether users ultimately embrace that model remains to be seen. However, the direction is clear: the next phase of AI competition may be less about individual models and more about which company builds the platform where people spend most of their digital lives.

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Gemini 3.5

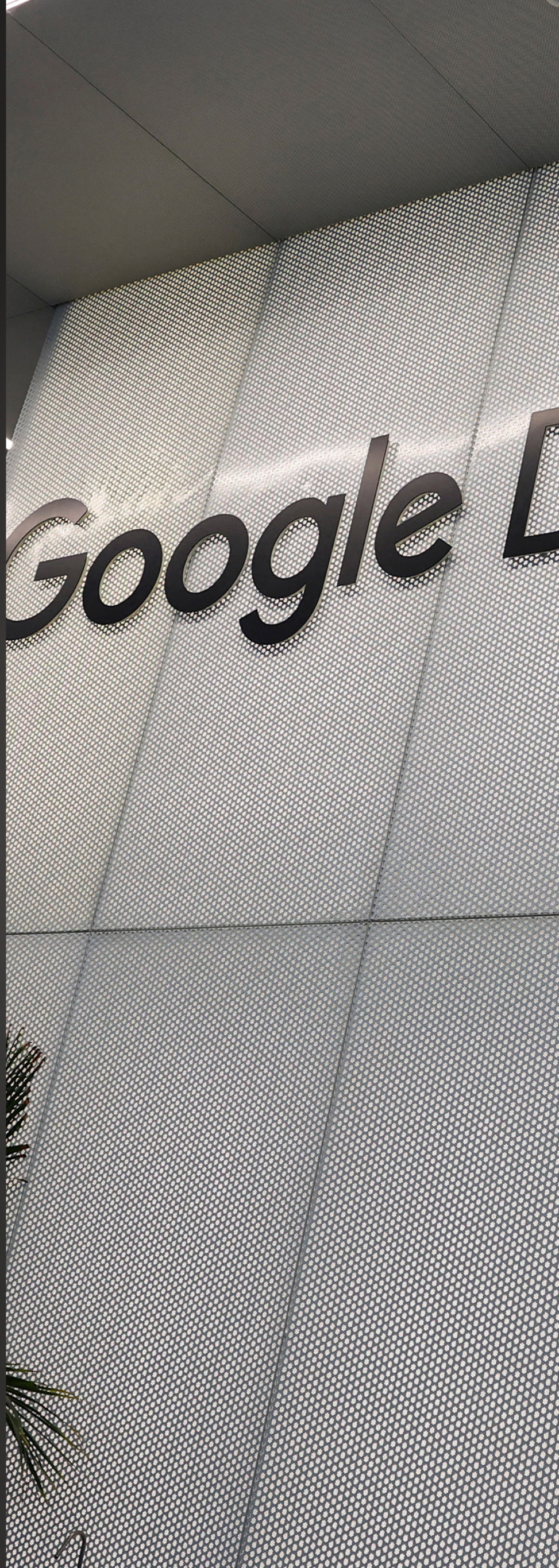
Live Translate

Google has unveiled Gemini 3.5 Live Translate, a major advancement in real-time speech-to-speech translation technology. Announced on June 9, 2026, this new audio model delivers near-instantaneous voice translation across more than 70 languages while preserving the speaker's natural tone, pacing, pitch, and emotional nuances. The release marks a significant leap forward in breaking down language barriers for everyday conversations, business meetings, travel, and global collaboration.

THE ANNOUNCEMENT: A NEW ERA IN LIVE TRANSLATION

Google DeepMind introduced Gemini 3.5 Live Translate as part of the broader Gemini 3.5 family of models. Unlike traditional translation systems that rely on separate speech-to-text, translation, and text-to-speech pipelines, this model processes raw audio directly in an end-to-end manner. This unified approach results in lower latency and more natural-sounding output. The system automatically detects the spoken language, translates it on the fly, and outputs speech in the target language with remarkable fluidity.

Early demonstrations show the technology handling noisy environments effectively by filtering background sounds while maintaining conversation flow. It supports over 2,000 language pair combinations, a massive expansion from previous versions that were limited to far fewer options. Google positioned this as the next step in its long-standing mission to make information universally accessible, building on two decades of Google Translate



DeepMind





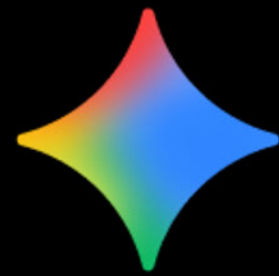
innovations that already serve over a billion people monthly.

TECHNICAL CAPABILITIES: HOW GEMINI 3.5 LIVE TRANSLATE WORKS

At its core, Gemini 3.5 Live Translate is optimized for real-time performance. It achieves low initial latency, often starting translation within moments of speech detection, and maintains word-level synchronization that feels conversational rather than robotic. The model excels at preserving prosody - the rhythm, stress, and intonation of speech - making translated conversations sound authentic and human-like.

Key features include automatic language detection, allowing seamless switches between languages mid-conversation without manual intervention. It also incorporates noise suppression to ensure clarity in challenging audio conditions such as busy streets or crowded venues. For developers, Google is making the technology available through the Gemini Live API in public preview, enabling integration into third-party apps for custom translation experiences.

In terms of scale, the model supports bidirectional translation, meaning both parties in a conversation can speak in their native languages and hear responses in their preferred tongue. This capability is particularly powerful for multilingual meetings or family gatherings spanning different linguistic backgrounds.



Gen

nini 3

AVAILABILITY AND INTEGRATION ACROSS GOOGLE PRODUCTS

The rollout begins immediately in the Google Translate app for both Android and iOS devices. Users can activate Live Translate mode, hold their phone to their ear like a regular phone call on Android, and engage in natural conversations. Headphones enhance the experience by providing private audio output for translations while allowing users to speak freely.

Google Meet is receiving a substantial upgrade as well. Previously limited to just a handful of languages, the platform will now support over 70 languages for speech translation. This expansion unlocks thousands of new language combinations in video calls, making it invaluable for global teams, international education, and cross-border business negotiations. Enterprise users will gain access through private preview starting this month, with broader availability to follow.

Developers can experiment with the model via Google AI Studio, building applications ranging from travel assistants to customer service tools. The integration extends Google's AI ambitions across its ecosystem, from consumer apps to enterprise solutions.

IMPACT ON GLOBAL COMMUNICATION AND BUSINESS

The implications of Gemini 3.5 Live Translate extend far beyond convenience. In an increasingly interconnected world, instant voice translation has the potential to transform international trade, diplomacy, healthcare, and

Google



DeepMind

tourism. Professionals conducting business abroad can negotiate deals without relying on human interpreters, while travelers can navigate foreign cities with greater confidence.

Education stands to benefit significantly as well. Students and teachers in multilingual classrooms can communicate more effectively, fostering inclusive learning environments. Healthcare providers serving diverse patient populations could improve diagnosis accuracy and patient comfort through real-time understanding.

Early partners have shared positive feedback. Grab, a major Southeast Asian super-app, highlighted promising results for authentic experiences in global contexts. Entertainment companies like CJ ENM are exploring its use for international content audiences. These testimonials underscore the model's potential to create more genuine cross-cultural connections.

CHALLENGES AND THE ROAD AHEAD FOR AI TRANSLATION

While Gemini 3.5 Live Translate represents a breakthrough, challenges remain. Accents, dialects, technical jargon, and cultural idioms can still pose difficulties, though Google claims continuous improvements through its training data and feedback loops. Privacy considerations are paramount, as processing live audio requires careful handling of sensitive conversation data, with Google emphasizing on-device processing where possible and strong security measures.

Looking forward, Google hints at further expansions, including deeper integration with other Gemini capabilities and potential support

for even more languages and specialized domains. The release of the full Gemini 3.5 Pro model in the coming weeks may bring additional enhancements to translation quality and context understanding.

This announcement arrives at a time when AI voice technologies are rapidly evolving. By focusing on naturalness and accessibility, Google aims to set a new standard that goes beyond mere word-for-word conversion to true communication that feels effortless and respectful of human expression.

Google's Gemini 3.5 Live Translate is more than just a technical update. It is a step toward a world where language differences no longer divide people, enabling richer interactions across borders and cultures. As the technology rolls out over the coming weeks and months, its real-world impact will likely reshape how billions communicate in their daily lives. The era of instant, natural voice translation has arrived, promising to make the global village feel significantly smaller and more connected.

Gemini 3.5 L

ive Translate



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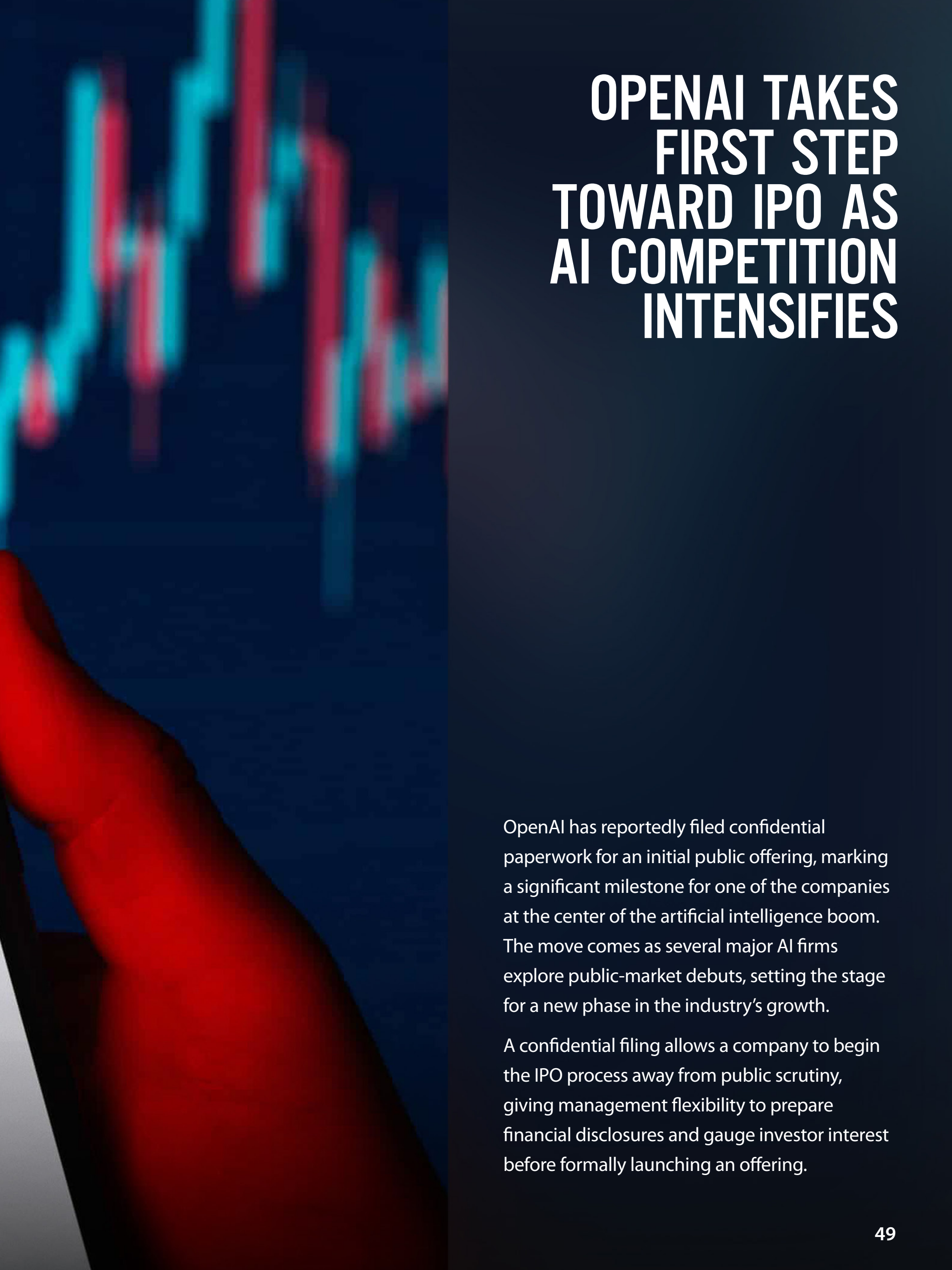


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OPENAI TAKES FIRST STEP TOWARD IPO AS AI COMPETITION INTENSIFIES

OpenAI has reportedly filed confidential paperwork for an initial public offering, marking a significant milestone for one of the companies at the center of the artificial intelligence boom. The move comes as several major AI firms explore public-market debuts, setting the stage for a new phase in the industry's growth.

A confidential filing allows a company to begin the IPO process away from public scrutiny, giving management flexibility to prepare financial disclosures and gauge investor interest before formally launching an offering.

If completed, an OpenAI listing would rank among the most closely watched technology IPOs in recent years.

AI COMPANIES MOVE TOWARD WALL STREET

The reported filing arrives as a growing number of AI companies consider public offerings. Investors have poured hundreds of billions of dollars into artificial intelligence infrastructure, software, and services, creating pressure for some of the sector's largest private firms to access public capital markets.

The potential IPO would place OpenAI alongside other high-profile names that are exploring public listings, including Anthropic and SpaceX, both of which have attracted significant attention from institutional investors.

Collectively, these companies represent different layers of the AI ecosystem, from foundational models and software platforms to the infrastructure required to support future computing demands.



OpenAI

WHY OPENAI MAY WANT PUBLIC CAPITAL

Artificial intelligence development has become increasingly expensive. Training advanced models requires enormous computing resources, specialized chips, data center capacity, and engineering talent.

While OpenAI has already secured substantial private funding, public markets could provide access to significantly larger pools of capital. Such funding could support future model development, infrastructure expansion, acquisitions, and global growth initiatives.

The industry's escalating compute requirements have made access to capital one of the most important competitive advantages in AI.

As model complexity increases, companies are spending billions annually to maintain technological leadership.

INVESTORS WANT EXPOSURE TO AI GROWTH

Interest in AI-related investments remains exceptionally strong. Since the emergence of generative AI as a mainstream technology, investors have searched for opportunities to gain direct exposure to the sector's growth.

An OpenAI IPO would offer one of the clearest pure-play opportunities available in public markets. Unlike diversified technology companies that operate across multiple businesses, OpenAI is primarily associated with artificial intelligence products and research.



That positioning could generate substantial investor interest, particularly among institutions seeking direct participation in the expansion of AI technologies.

The level of demand will likely depend on valuation, growth expectations, and the company's long-term commercialization strategy.

THE CHALLENGE OF VALUATION

Determining an appropriate valuation may be one of the most closely watched aspects of any OpenAI offering. The company sits at the center of one of the fastest-growing sectors in technology, but investors will also evaluate profitability, infrastructure costs, and competitive pressures.

Artificial intelligence companies face unique economics. Revenue growth can be rapid, but operating costs remain substantial due to computing expenses and ongoing research investments.

Public investors will likely examine how effectively OpenAI can convert technological leadership into sustainable financial performance.

The company's ability to balance innovation with profitability could become a major focus during the IPO process.

A NEW CHAPTER FOR THE AI INDUSTRY

The potential public listing reflects how quickly artificial intelligence has moved from research labs into mainstream business. What began as an emerging technology sector has evolved into one of the largest investment themes in global markets.





Public offerings by major AI companies would create new benchmarks for valuation, revenue growth, and investor expectations. They could also influence how future startups approach funding and expansion.

The transition from private ownership to public markets often changes corporate priorities, introducing greater transparency and accountability while providing access to larger financial resources.

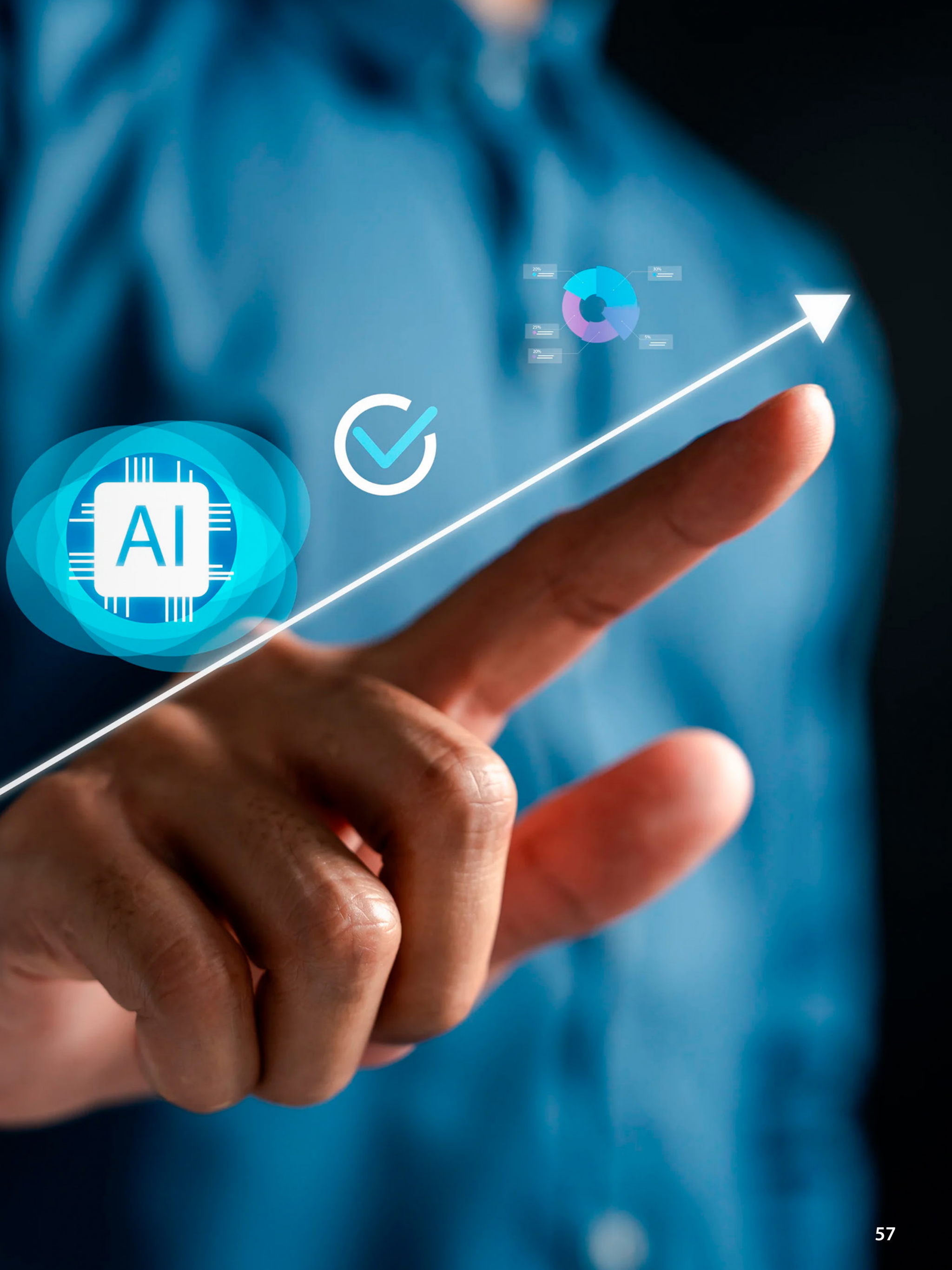
THE IPO RACE IS JUST BEGINNING

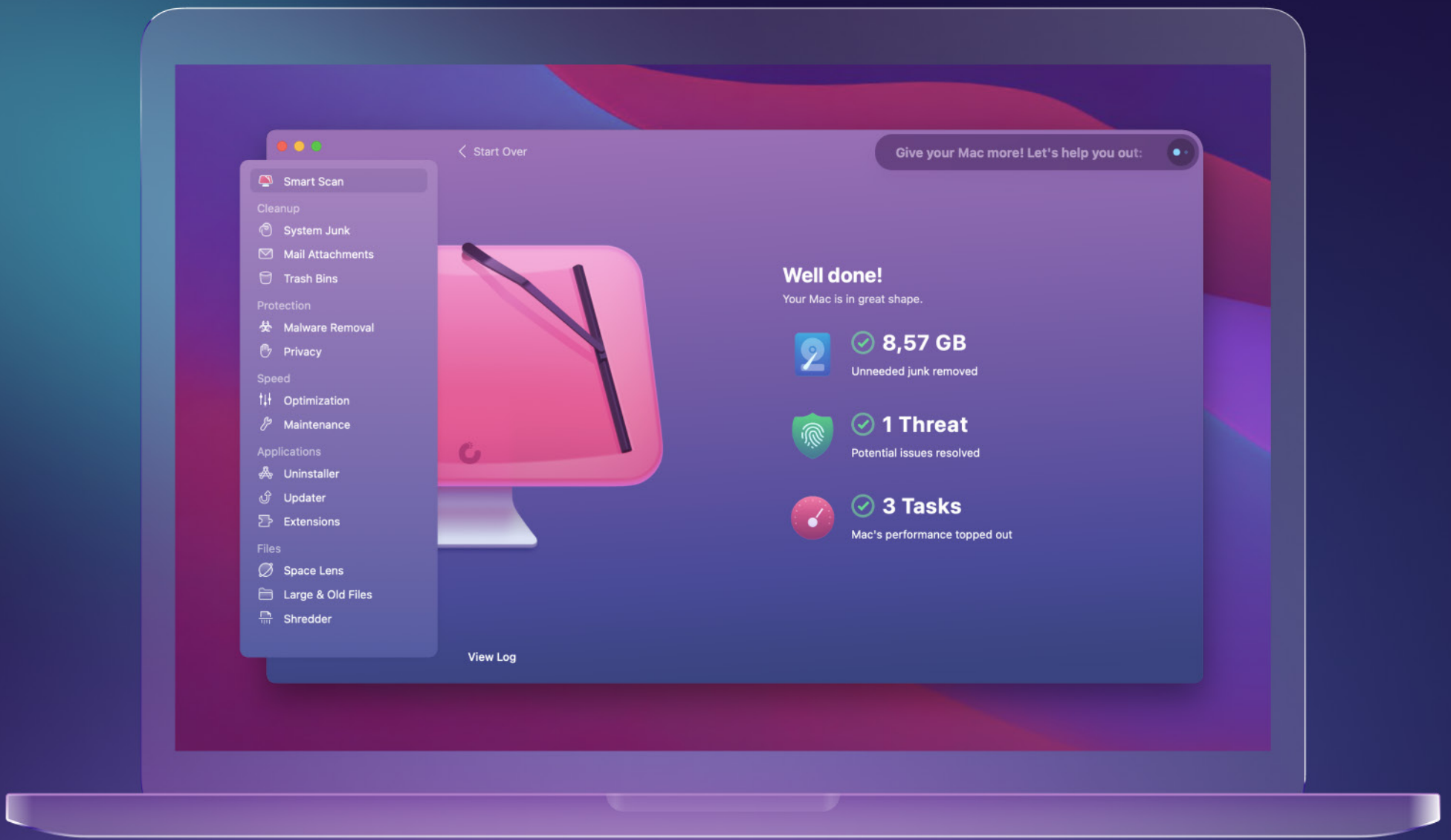
Whether OpenAI ultimately reaches public markets before its rivals remains uncertain, but the confidential filing suggests the company is preparing for that possibility. Timing will depend on market conditions, investor sentiment, and broader economic factors.

What is becoming increasingly clear is that AI companies are entering a new stage of maturity. The next battle may not be solely about model performance or technological breakthroughs, but also about who can attract the capital necessary to build and operate the infrastructure powering the future of artificial intelligence.

As Wall Street prepares for what could become one of the largest waves of AI-related listings ever seen, OpenAI's reported filing signals that the race for public-market leadership is accelerating.







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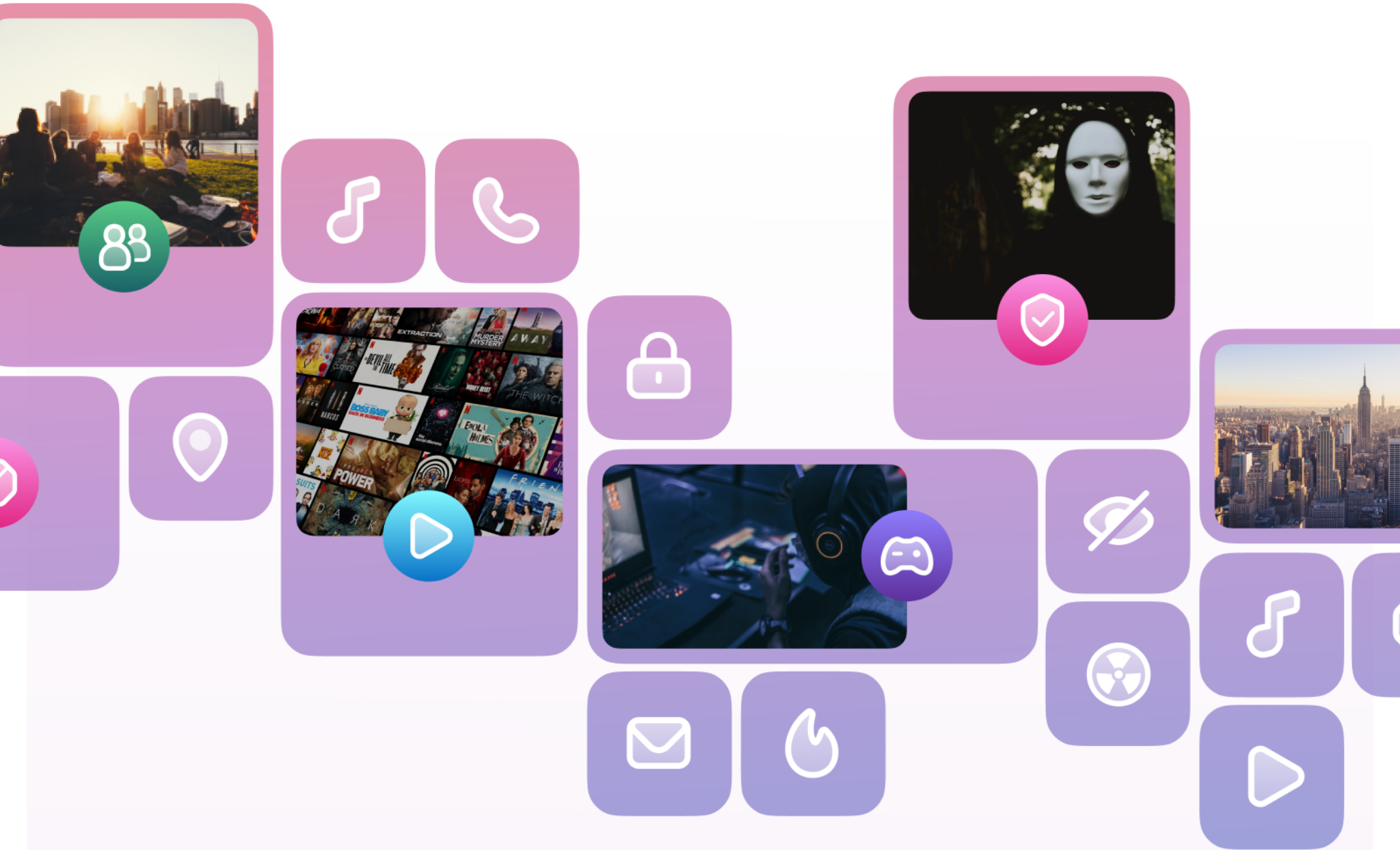
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WWDC26

SIRI AI AND THE DAWN OF APPLE
INTELLIGENCE INTEGRATION
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After years of user complaints, Apple has finally delivered on its promise to make Siri truly capable at this year's WWDC26. Siri AI is a new version of its voice assistant, rebuilt from the ground up with the next generation of Apple Intelligence at its core. It's a fundamental reimagining of what a digital assistant can be: more conversational, contextually aware, more helpful, and more deeply integrated across the Apple ecosystem than ever before.

9:41



Event

Reminder

Coffee catch-up with **Elena** at **Magic Donuts & Coffee** this Thursday at

Coffee catch-up

Thu, Apr 2, 2026

11

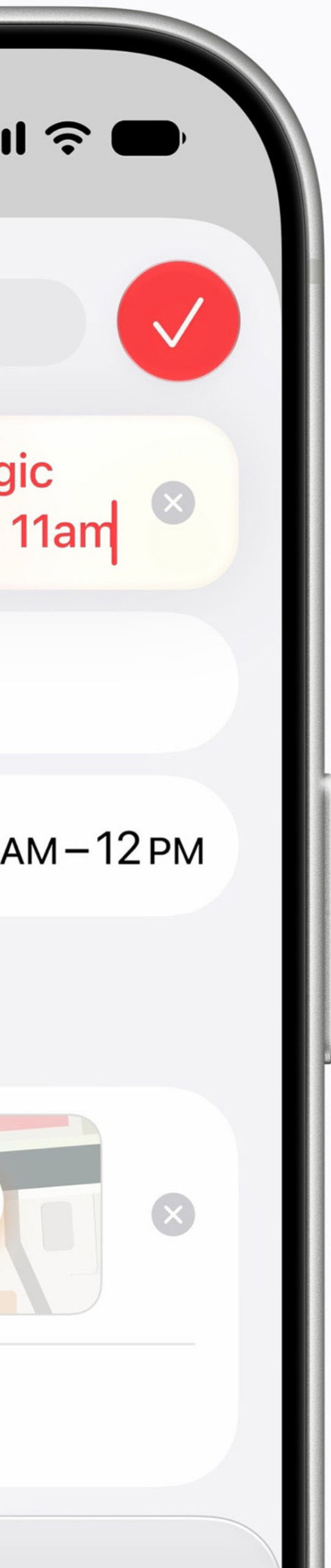
Location

Magic Donuts & Coffee

1675 Mariposa St,
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Video Call or Conference



A NEW SIRI

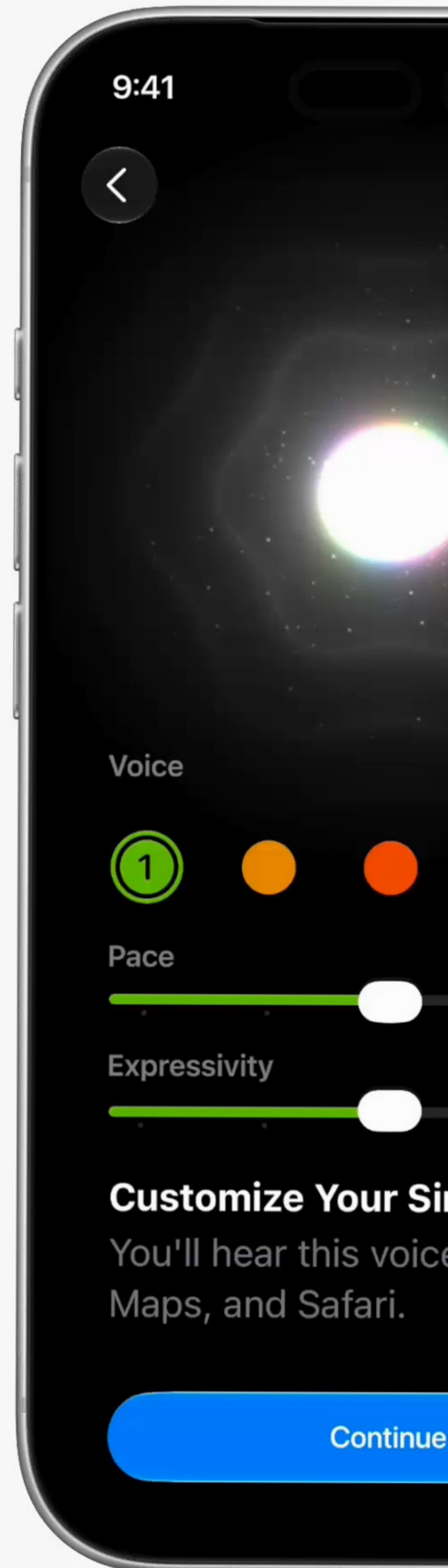
For years, users have asked Siri to set reminders, play music, or answer basic questions. And the truth is, **Siri has struggled, with users complaining that the assistant was lagging behind its competitors.** With Siri AI, those interactions evolve into natural, flowing conversations. The assistant now understands personal context, draws on broad world knowledge, sees what is on your screen, and takes meaningful action across apps, all while maintaining Apple's uncompromising commitment to privacy. As Craig Federighi, Apple's senior vice president of Software Engineering, put it: "We're excited to introduce Siri AI, a dramatically more capable and conversational assistant designed to help users find information and get things done throughout the day."

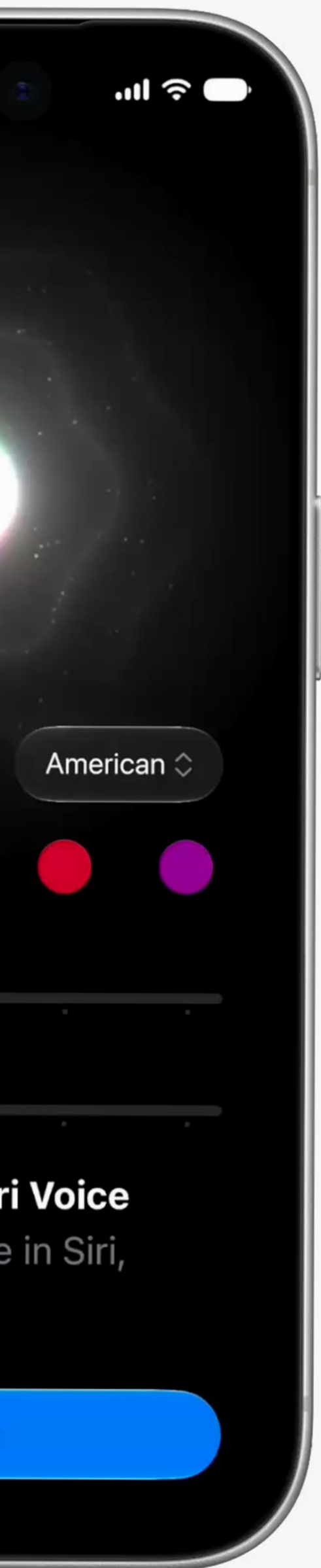
This launch represents a major milestone in Apple's AI journey. After years of careful development and on-device focus, Siri AI positions Apple to compete at the highest level in the rapidly evolving world of intelligent assistants while staying true to the company's core values. Siri AI stands apart through its ability to understand personal context. It can pull relevant information from a user's messages, emails, photos, calendar, and more to deliver answers tailored to their life. Need to find that restaurant recommendation a friend sent last month? Siri AI can surface it instantly. Looking for a hotel confirmation buried in an old email? It can locate and summarize details. Planning a trip and want photos from a previous visit? The assistant can retrieve them without requiring users to remember search terms.





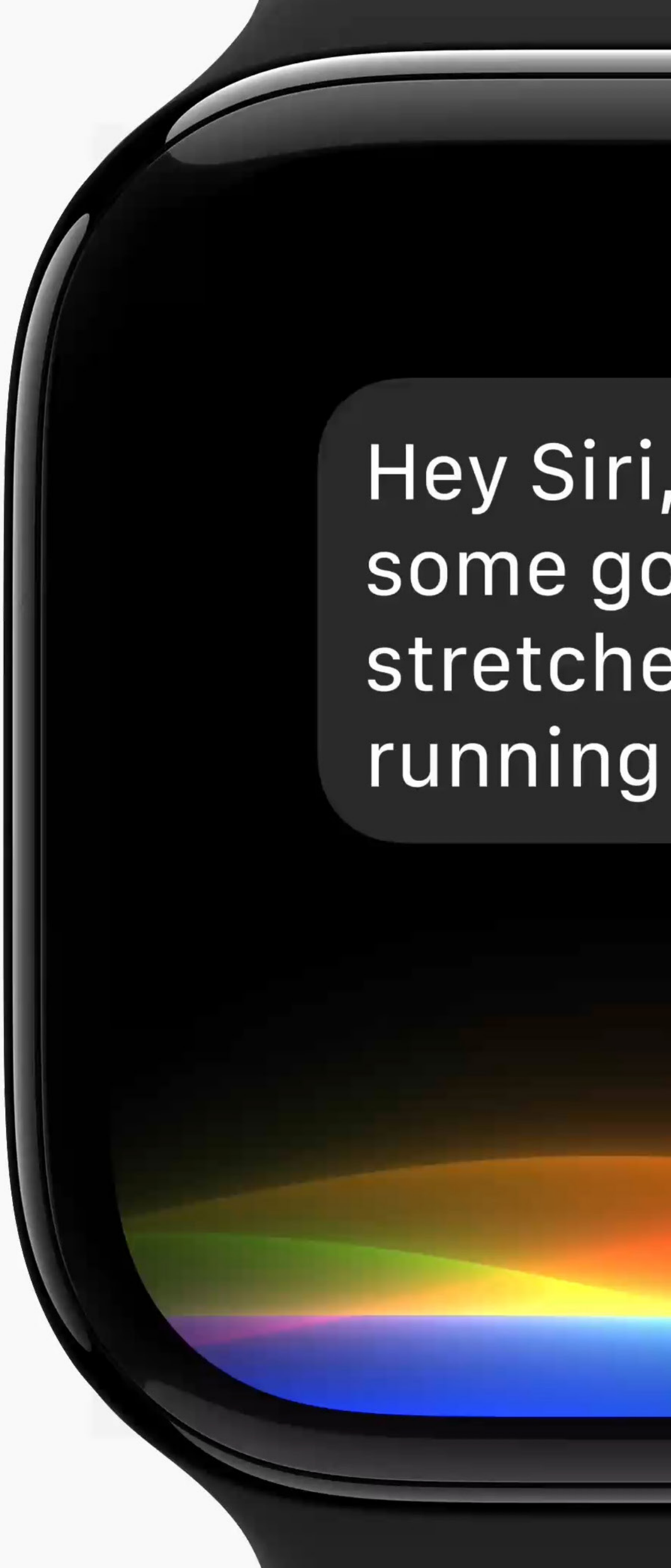
This **personal context understanding** **extends to third-party apps** when developers integrate with Spotlight, creating a seamless experience across the entire device. Siri AI no longer feels like a separate tool; it feels like an intelligent layer that understands the user's world and helps navigate it more effectively. The conversational capabilities have also taken a major leap forward. Users can engage in rich, back-and-forth dialogues. Ask a question, receive a detailed response, then follow up naturally for clarification or deeper exploration. **Siri AI can access up-to-date info** from the web on virtually any topic and generate helpful, well-structured answers. Whether checking the date of the next solar eclipse or finding out when a favorite musician is touring nearby, the assistant delivers timely and relevant information.



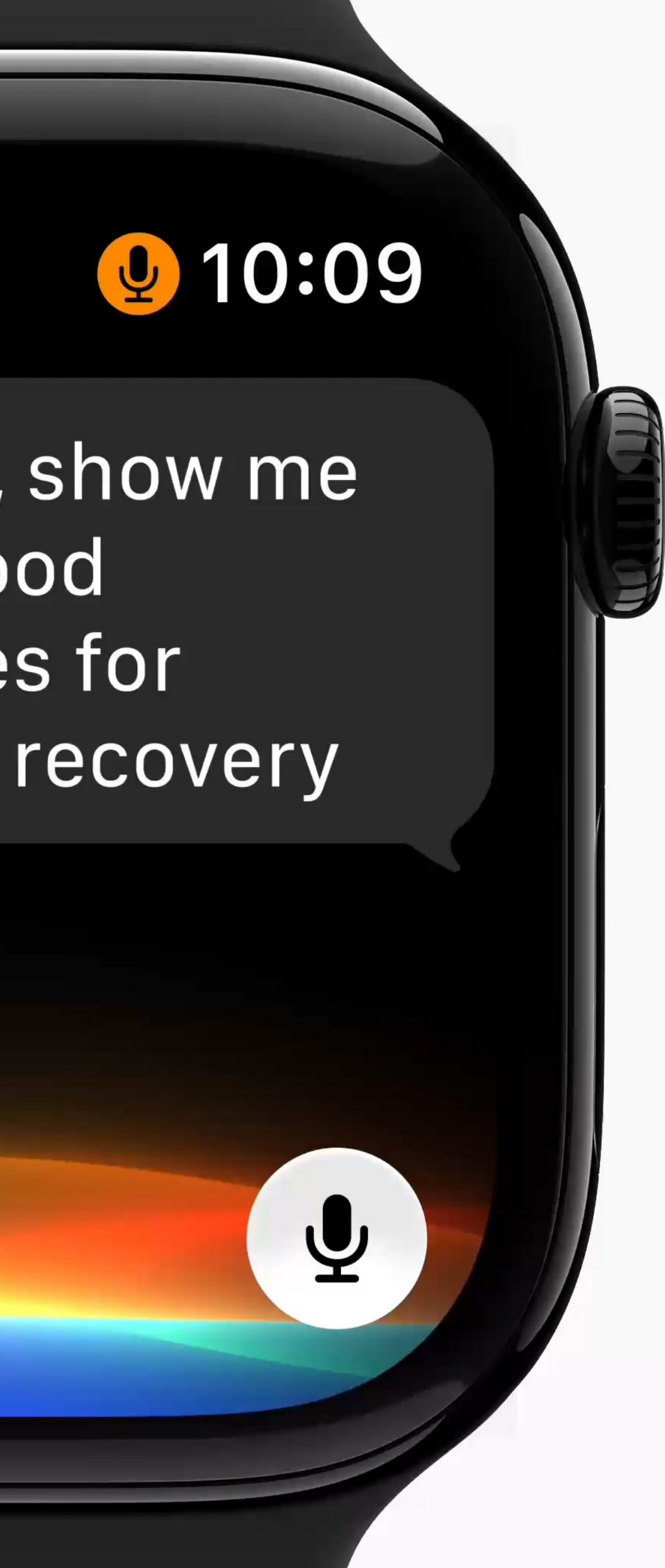


ONSCREEN AWARENESS

One of the most practical **new abilities** is **onscreen awareness**. Siri AI can see and understand what is currently displayed on the device. If a friend texts about a potluck, users can ask Siri to brainstorm dishes and then add a recipe directly to Notes. This contextual intelligence makes interactions feel remarkably natural and productive. Systemwide app actions have been significantly expanded. Users can ask Siri to draft emails from scratch, edit and share photo collections, or perform complex multi-step tasks across multiple apps. These capabilities are available from anywhere: saying “Hey Siri,” pressing the side button on iPhone, swiping down from the Dynamic Island, or using Spotlight on iPad and Mac. On Apple Vision Pro, Siri AI appears as a 3D visualization that users

A close-up, partial view of an Apple Watch. The watch face is black and displays a Siri text bubble with white text. Below the text, there is a colorful, abstract, wavy pattern in shades of orange, yellow, green, and blue. The watch is positioned on the right side of the frame, with the left side being a plain white background.

Hey Siri,
some go
stretche
running



can place anywhere in their space and invoke simply by looking at it and speaking.

The **dedicated Siri app** is another welcome addition. It syncs conversation history privately across devices via iCloud, allowing users to start a discussion on Mac and continue it seamlessly on iPhone, iPad, Apple Watch, or Vision Pro. This unified history turns Siri into a persistent, helpful companion rather than a one-off voice command tool.

EXPANDED VISUAL INTELLIGENCE AND WRITING TOOLS

Visual Intelligence has been broadened across platforms. On iPhone, a **new Siri mode in the Camera app** lets users point their device at something and get immediate, useful responses, from splitting a bill with Apple Cash to getting nutritional information about a meal. On iPad and Mac, **Visual Intelligence integrates with screenshots** and via keyboard shortcuts, allowing users to select on-screen content and ask questions directly. On Vision Pro, simply looking at an object or app window enables powerful visual queries. Writing Tools have also been enhanced. Users can describe what they need and have Siri generate drafts, refine existing text, or provide suggestions for improvement. In Mail and Messages, Siri can adapt to a user’s typical communication style with specific contacts. Automatic proofreading works across the system, including most third-party apps, helping users write more clearly and efficiently.

Throughout the development of Siri AI, privacy remained paramount. The new architecture

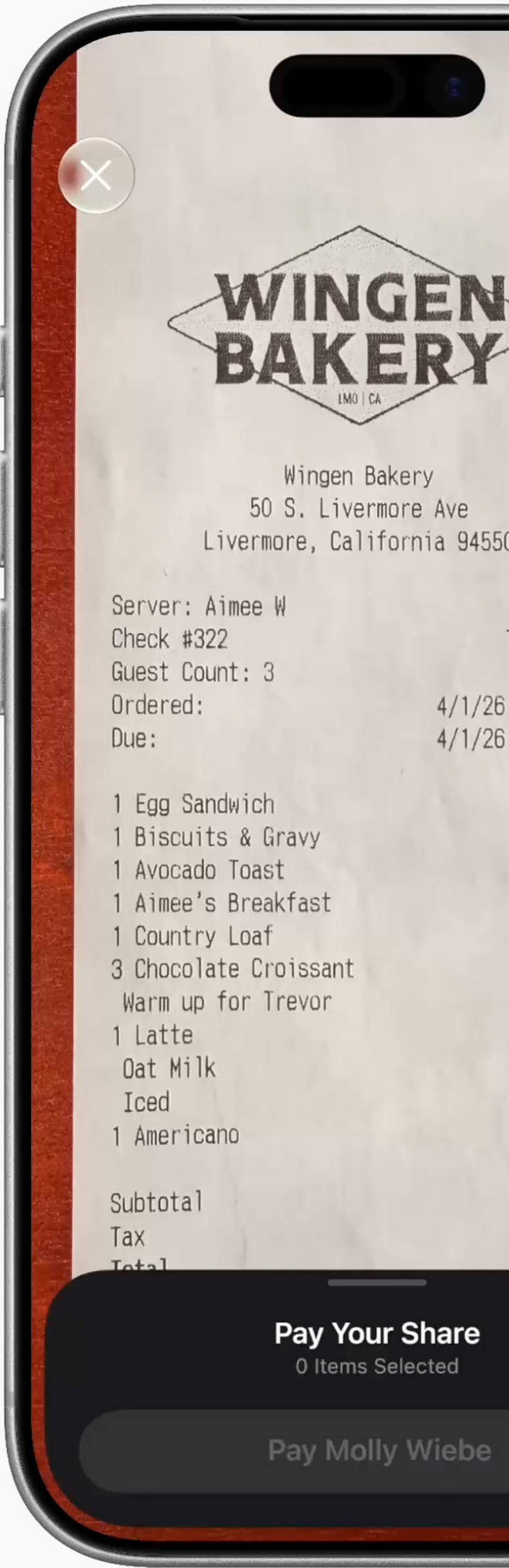


Table 67

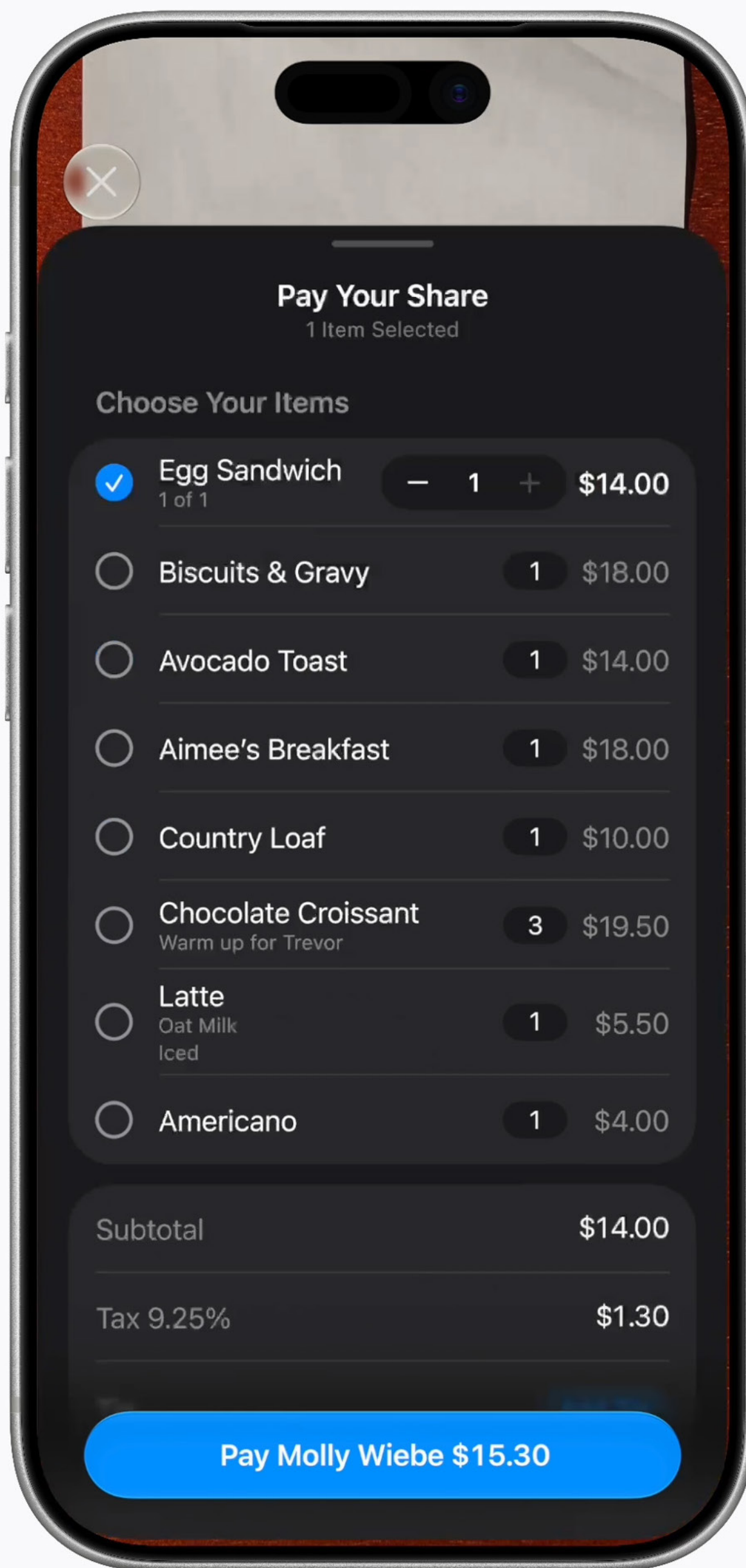
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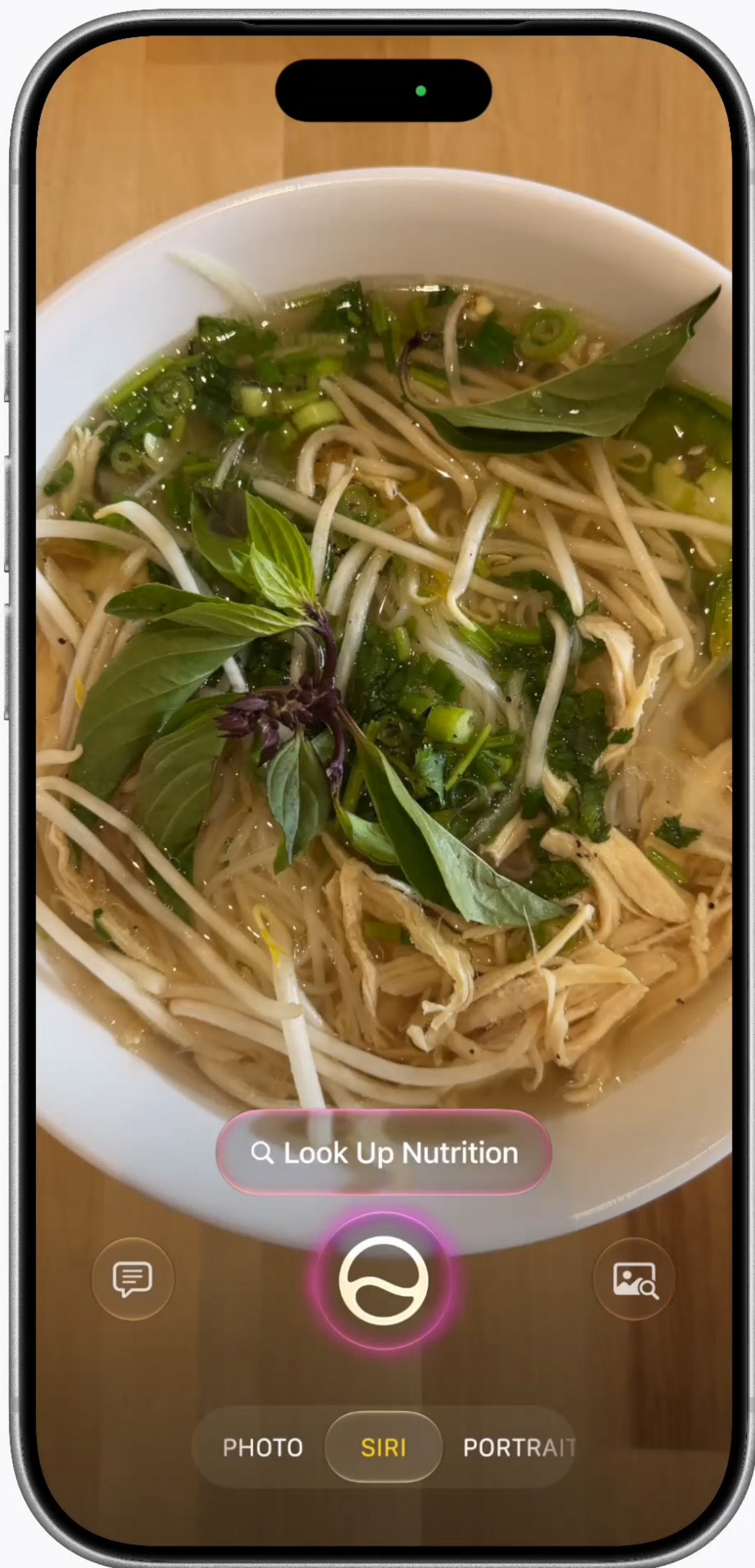
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\$9.53
\$112.53





Nutrition

Chicken Phở with Noodles, Veggies and Broth

This Vietnamese noodle soup gets lean protein from the chicken and fiber from bean sprouts, all minimally processed. Fish sauce-based broths tend to be high in sodium, and the noodles are made from refined grains.

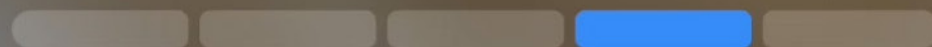
High



Nutritional Value

Very Low

Very High



Processing

Minimally Processed ✓

Fiber

Good Source ✓

Protein

Lean ✓

Grains

Refined 🚩

Sodium

Elevated 🚩



Will these hiking boots fit in that bag

Yes, your Lowa hiking boots will physically fit inside the **REI Flash 22 Pack**, but it will be a tight squeeze.

The Flash 22 has a capacity of 22 liters with dimensions roughly **19 x 11 x 8 inches**. A pair of mid-cut hiking boots usually takes up about 6 to 8 liters of volume on their own, which is nearly a third of the bag's total space.

If you pack them, you will still have room for some clothing and small essentials, but you won't have much space for bulkier gear. If you are trying to save space, wearing them on the plane is usually the best way to go!

mountainsforeverybody.com +1

Always verify important details.





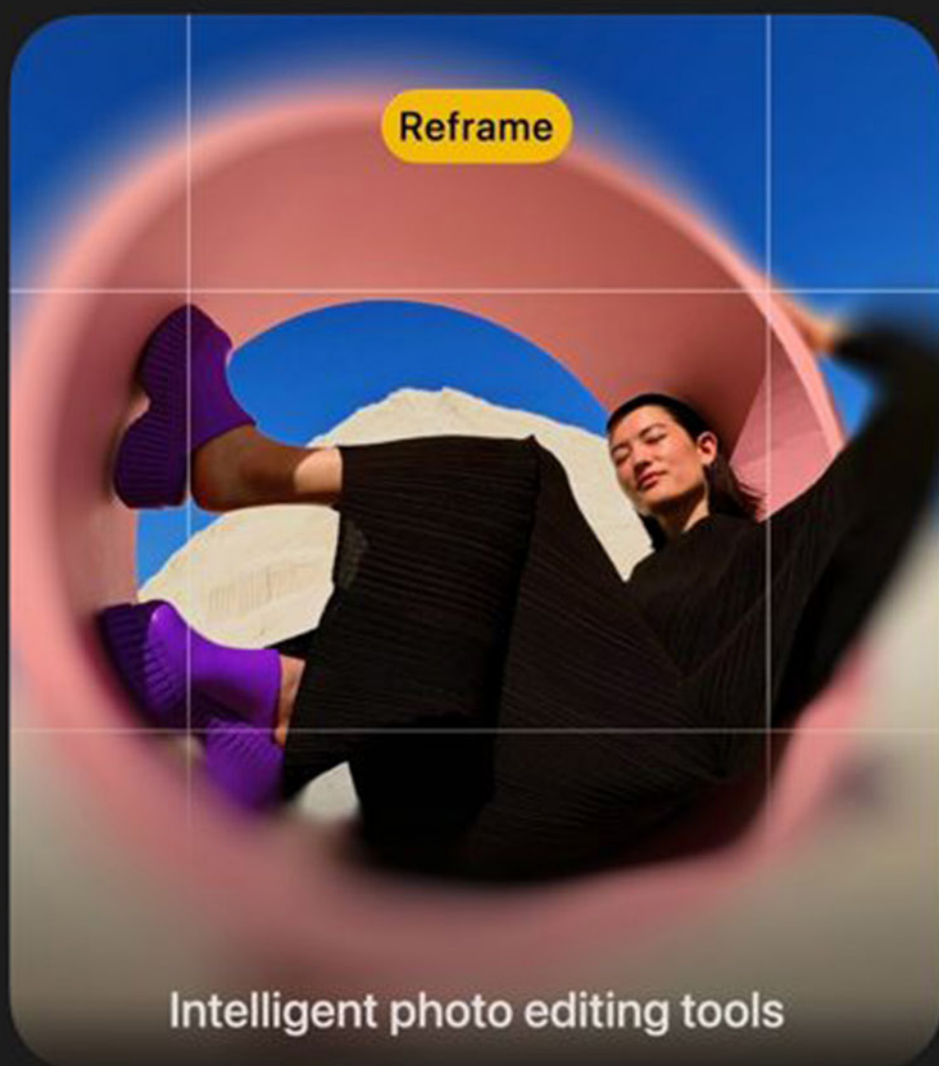
leverages on-device processing whenever possible and Private Cloud Compute for more complex requests. Personal data is never stored or made accessible to Apple when using Private Cloud Compute. Independent experts can verify these protections at any time, reinforcing Apple's leadership in responsible AI development. This **privacy-first approach sets Siri AI apart in an industry** where data collection has become the norm. Users can confidently explore the assistant's capabilities, knowing their information remains secure.

Siri AI features are available for developer testing today through the Apple Developer Program across iOS 27, iPadOS 27, macOS 27, and visionOS 27. A public beta will follow later this year, initially in English, with rapid expansion to additional languages planned.

The new capabilities require compatible devices, including iPhone 16 models and later, iPhone 15 Pro series, M-series iPads and Macs, and Apple Vision Pro. This ensures the most advanced on-device models can deliver the full experience with expressive voices and enhanced dictation.

A DEFINING MOMENT FOR APPLE INTELLIGENCE

The introduction of Siri AI at WWDC26 represents a major milestone in Apple's AI journey. After years of building the foundational technologies, powerful silicon, on-device models, **Private Cloud Compute**, and a privacy-first philosophy, the company is now delivering an assistant that feels genuinely useful in everyday life. For millions of users, Siri AI has the potential to change how they interact with



Describe a shortcut

Siri, why
are coral reefs
so colorful?
Broad world knowledge



Apple Intelligence

 Write with Siri



 Apple
Intelligence
in Home

 Notifi-
cation
in S

Writing Resources 6 >

Jazz Community

Organize by topic in Safari



Visual Intelligence across platforms

More expressive
Siri voices



Automatic
password upgrades

elligence



Dedicated
Siri app



Image
Playground

fy me
afari

Siri, which
restaurant
did Danielle
want to try?

Personal context
understanding

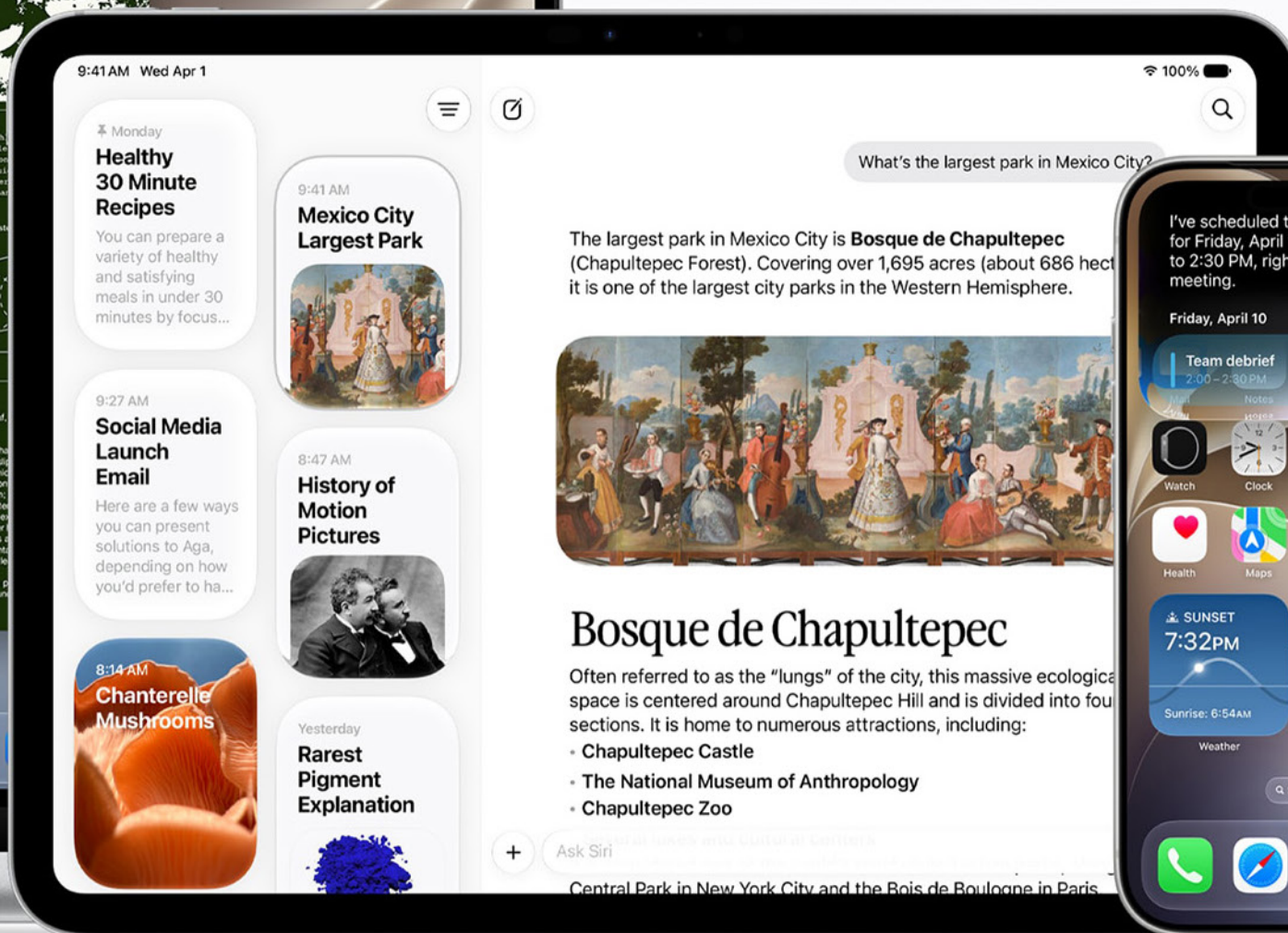
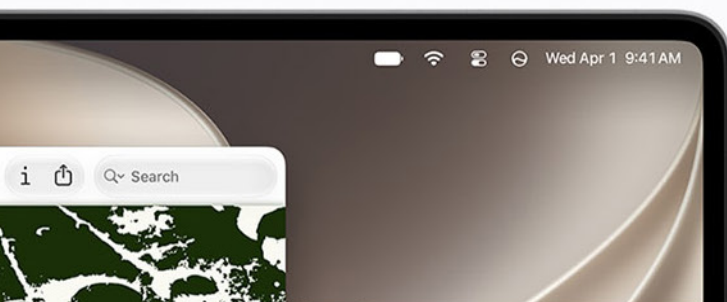


Siri mode in Camera

their devices. From quick information lookups to complex task completion and creative assistance, the assistant is evolving from a novelty into an indispensable daily tool.

As Apple expands Intelligence across its platforms, Siri AI stands as a clear demonstration of the firm's vision: technology that understands users, respects privacy, and helps them accomplish more with less. The future of personal computing is becoming more intelligent, more conversational, and more personal, and it carries the unmistakable Apple touch.



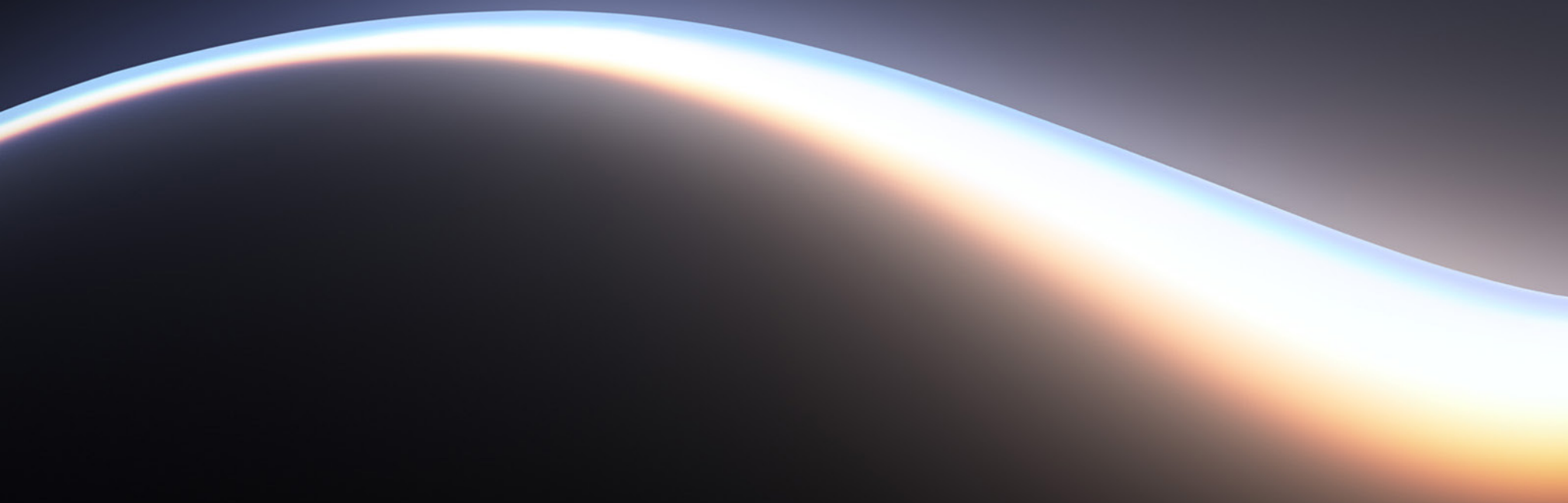






With Siri AI, Apple has raised the bar for what users should expect from a digital assistant.

*The days of rigid,
frustrating commands
are fading. A new,
more capable
era has begun.*

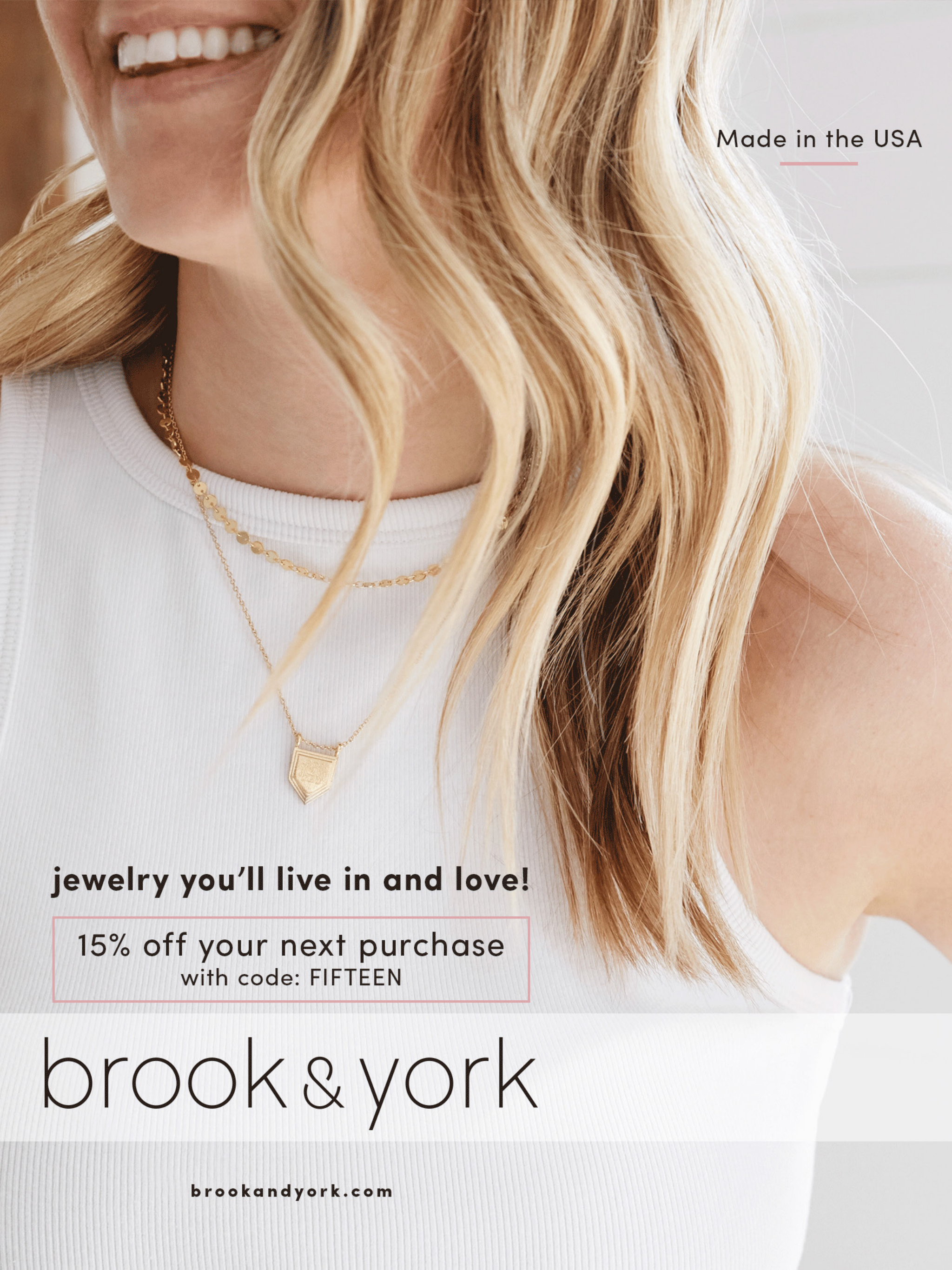






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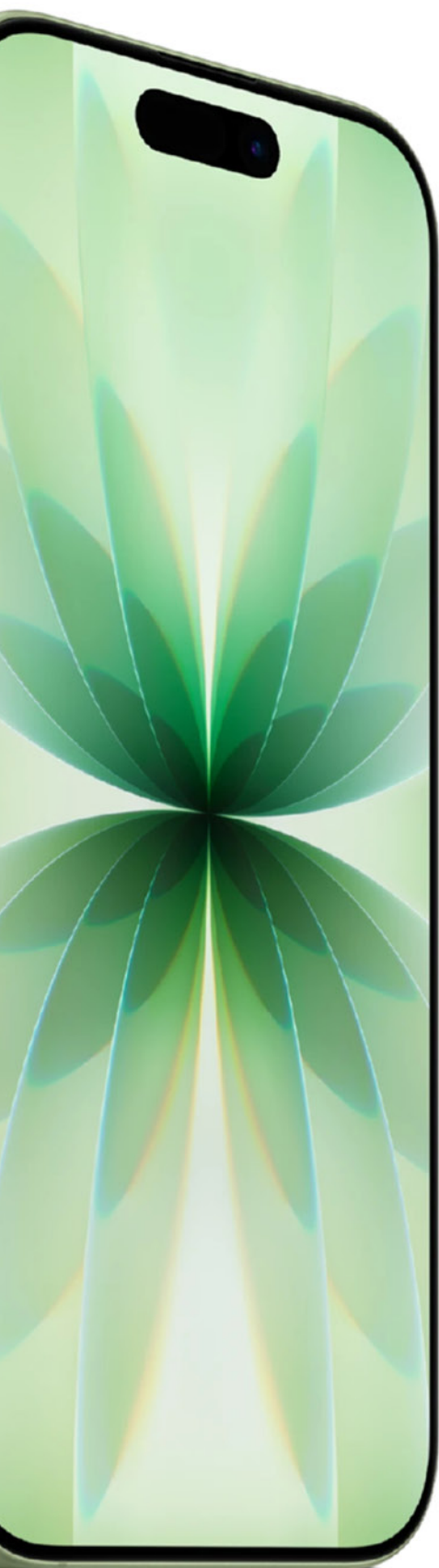
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**IPHONE
PRODUCTION
SURGES 20
PERCENT IN Q1
DEFYING GLOBAL
SMARTPHONE
DECLINE**









Apple demonstrated remarkable resilience in the smartphone market during the first quarter of 2026. According to a recent TrendForce report iPhone production grew by approximately 19.7 percent year-over-year reaching about 60.2 million units. This strong performance stands in sharp contrast to the broader industry which saw global smartphone production decline by 1.7 percent during the same period. The results highlight Apple's ability to navigate challenging market conditions including rising memory costs that have pressured competitors.

THE PRODUCTION GROWTH

Apple's Q1 production ramp-up was driven by strong demand for existing iPhone models and the successful launch of the iPhone 17e. This boosted output significantly while the company continued preparations for newer devices later in the year. Samsung remained the top producer with roughly 62.6 million units and a modest 2.3 percent increase but Apple's growth rate far outpaced its rival allowing it to capture a larger share of the market.

The 20 percent jump underscores Apple's premium positioning and effective supply chain management. Even as many manufacturers scaled back production amid economic uncertainties and component shortages Apple maintained aggressive output. This strategy appears aimed at gaining market share during a downturn setting the stage for stronger software and services revenue in the future.

GLOBAL MARKET PRESSURES

The smartphone industry faced headwinds in Q1 2026. Rising costs for DRAM and NAND memory components disrupted supply chains and squeezed margins across the board. Many OEMs reduced shipments to manage expenses while passing higher costs to consumers through price increases. Global production fell as weaker consumer demand particularly in price-sensitive segments compounded the challenges.

Additional factors such as geopolitical tensions in the Middle East contributed to higher logistics and energy costs further dampening the market. Forecasts for the full year remain cautious with projections indicating a significant decline in overall smartphone production. TrendForce estimates a drop of around 16 percent for 2026 reflecting ongoing memory constraints and subdued demand.

APPLE'S STRATEGIC ADVANTAGE

Apple stands out due to its ability to absorb higher memory costs while preserving profitability. Unlike many competitors focused on margin protection Apple continues prioritizing volume and market expansion. Its vertical integration and strong brand loyalty enable better control over the supply chain and more flexibility in component sourcing.

The success of the iPhone 17e played a key role in Q1 momentum. This model helped broaden Apple's appeal without cannibalizing sales of flagship devices. Combined with steady demand in key regions including the United States and Greater China the production increase reflects solid execution under Tim Cook's leadership.







IMPACT ON MARKET SHARE AND COMPETITION

With approximately 60 million units produced Apple secured a substantial portion of the global market in Q1. This performance strengthens its position as a leader in the premium segment where margins remain healthier despite cost pressures. Samsung held the number one spot but faced slower growth while Chinese brands experienced sharper declines in several regions.

The disparity highlights a bifurcated market. Premium manufacturers like Apple and to some extent Samsung fare better while mid-range and entry-level players struggle with component shortages and price sensitivity. Apple's ecosystem lock-in and focus on recurring revenue streams provide a buffer that many Android competitors lack.

LOOKING AHEAD FOR APPLE AND THE INDUSTRY

Apple's strong Q1 production bodes well for its upcoming product launches and financial performance. The company is expected to continue investing in innovation particularly in AI features and Apple Silicon advancements to maintain its edge. As memory supply normalizes over time Apple could further capitalize on its current momentum.

For the broader industry the memory crisis remains a defining challenge. Analysts predict continued contraction in 2026 with recovery potentially starting in 2027 or 2028. Manufacturers will need to adapt through greater efficiency higher average selling prices

and diversification into related technologies such as AI and foldable devices.

Rising costs may accelerate the shift toward refurbished phones and extended device lifecycles as consumers become more cautious with purchases. In this environment Apple's focus on quality durability and services positions it favorably for sustained success.

CONCLUSION

Apple's 20 percent iPhone production growth in Q1 2026 serves as a bright spot in an otherwise challenging quarter for the smartphone sector. By countering the global dip Apple reinforces its market leadership and operational strength. As the industry navigates memory shortages and economic pressures Apple's performance demonstrates the enduring value of its premium strategy and execution excellence. The coming quarters will test whether this momentum can persist amid ongoing headwinds but current indicators suggest Apple is well-prepared for the road ahead.







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The intelligent duplicate file finder

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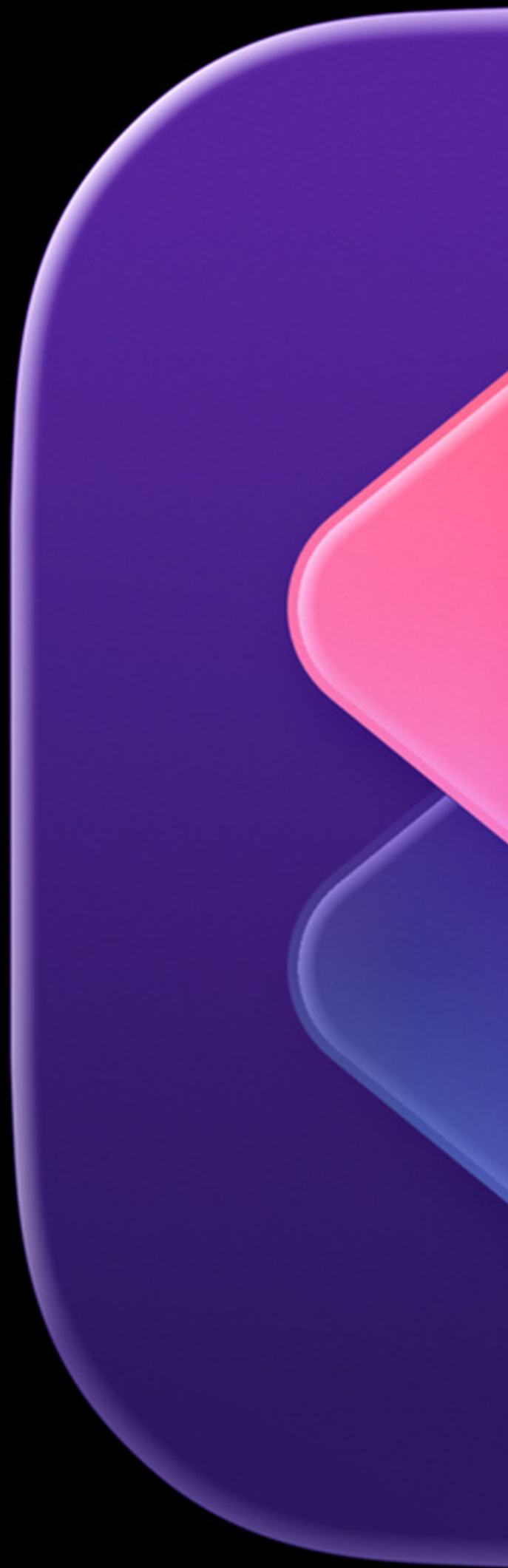
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APPLE WILL LET YOU BUILD WORKFLOWS USING AI IN ITS NEW SHORTCUTS APP





Hello,
Apple Intelligence



At WWDC 2026, Apple dropped one of those updates that feels genuinely exciting for anyone who lives in the iPhone ecosystem. The Shortcuts app, long a favorite of power users but a bit mysterious to everyone else, just got a major AI infusion. Now, instead of wrestling with a visual editor full of actions and conditions, you can simply describe what you want in plain English — or whatever language feels natural — and Apple Intelligence builds the workflow for you.

The updated creation process could not be simpler. Open Shortcuts, start a new one, and type or speak your idea. Apple Intelligence takes over from there, parsing your request, pulling in the right actions, handling permissions, and assembling everything step by step.

Take the demo Apple showed: “When I’m leaving work, message Pedro with my ETA.” The system creates a location-based trigger, checks Apple Maps for real-time traffic and travel time, composes a natural message, and sends it via iMessage. It even manages variables like names and dynamic content without you lifting a finger. Want to tweak it? Just say something like “Add playing my favorite podcast on the drive home” or “Only on weekdays.” The AI suggests smart edits and incorporates sensors, Calendar events, or Health data where it makes sense.

Everything stays private, of course. On-device processing handles most tasks for speed, with Private Cloud Compute stepping in when needed for heavier lifts — all without Apple storing your data. This natural language approach ties beautifully into the broader

What do you want your
shortcut to do?

When I'm leaving work message
Pedro I'm on my way with my ETA



Apple Intelligence features, from Writing Tools to the smarter Siri, creating a consistent feel across your devices.

BEYOND BASIC AUTOMATIONS POWERFUL NEW CAPABILITIES

The upgrades go much deeper than just generating simple flows. Shortcuts now features a new “Use Model” action that lets you tap directly into Apple Intelligence. Advanced users and the AI itself can leverage on-device smarts, Private Cloud Compute for complex reasoning, or even integrate with ChatGPT for specialized jobs.

Picture workflows that analyze your Photos library and automatically create smart albums based on prompts like “Group all beach vacation shots from last year and make a slideshow.” Or ones that scan incoming emails and notifications, summarize the important bits, and turn them into actionable Reminders. Travelers can ask for packing lists that pull from Calendar, weather, and past trips. The enhanced App Intents support means third-party apps play nicer than ever, opening up richer context-aware automations.

New persistence options let shortcuts save rich data across runs and devices through iCloud, and better debugging tools make refining even the most intricate flows feel manageable. Triggers have expanded too, with finer location awareness and app-specific notifications giving you more precise control.

PRIVACY AND SECURITY AT THE CORE

In typical Apple fashion, privacy is baked in from the start. You get clear explanations of what

data any shortcut will access before it runs, with granular controls to approve or deny. On-device priority keeps things fast and secure, and Private Cloud Compute ensures that when external processing is required, your information stays protected and ephemeral.

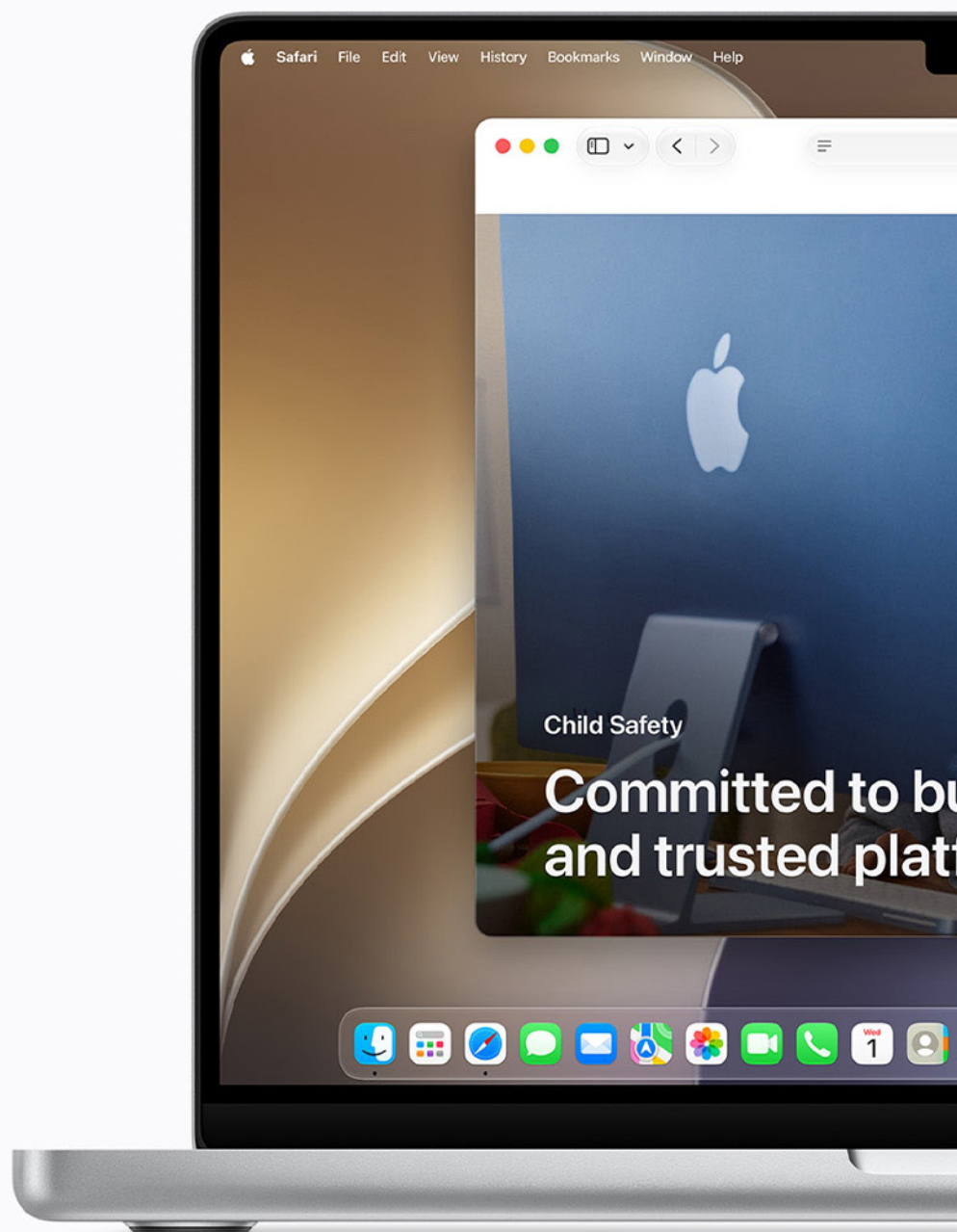
It is this thoughtful balance — powerful AI without the usual privacy trade-offs — that continues to set Apple apart and builds real trust with users who care about their data.

REAL WORLD USE CASES FOR EVERYDAY IPHONE USERS

The beauty of these changes shows up in daily life. Parents might build automations that silence notifications during family dinner or safely share location with loved ones. Professionals can set up end-of-day summaries that pull from Mail, Calendar, and Files into a neat report. Fitness fans could create routines that log workouts, recommend meals based on Health metrics, and curate the perfect playlist.

Frequent travelers will especially appreciate describing something like “Create a daily itinerary summary with weather, reservations, and maps when I land in a new city.” The AI assembles a dynamic assistant that updates as plans change. Even little conveniences add up: a bedtime shortcut that dims the lights, starts a wind-down playlist, and prepares tomorrow’s coffee maker through HomeKit. Or turning recipe notes into instant grocery lists.

Power users benefit immensely too. The AI can rapidly prototype complex shortcuts that used to take hours of manual building, then let you fine-tune them visually. Paired with the model actions,





it opens the door to more agentic, reasoning-based automations that feel almost alive.

COMPATIBILITY AND AVAILABILITY

You will find this enhanced Shortcuts in iOS 27, iPadOS 27, and macOS 27 arriving this fall. It works on Apple Intelligence-capable hardware: iPhone 16 series and later, iPhone 15 Pro models, plus matching iPads and Macs with M1 chips or newer. Developer betas are already out, with public ones expected in July 2026.

Best part? All your existing shortcuts stay fully compatible and can get AI-powered improvements with minimal effort. Apple is also pushing developers to expand App Intents, which should make the whole ecosystem even more connected.

THE BROADER IMPACT ON THE APPLE ECOSYSTEM

This update does more than improve one app — it democratizes automation. What was once a tool for the technically inclined is now approachable for anyone with an idea. It works hand-in-hand with Siri's enhancements, letting you turn one-off voice commands into persistent, intelligent workflows. Combined with updates in Photos, Messages, and Safari, it advances Apple's vision of a device that anticipates your needs and quietly handles the details.

Early feedback from testers highlights how dramatically it lowers the entry barrier. Instead of learning nodes and conditions, you just express intent clearly — the way humans actually think about tasks.



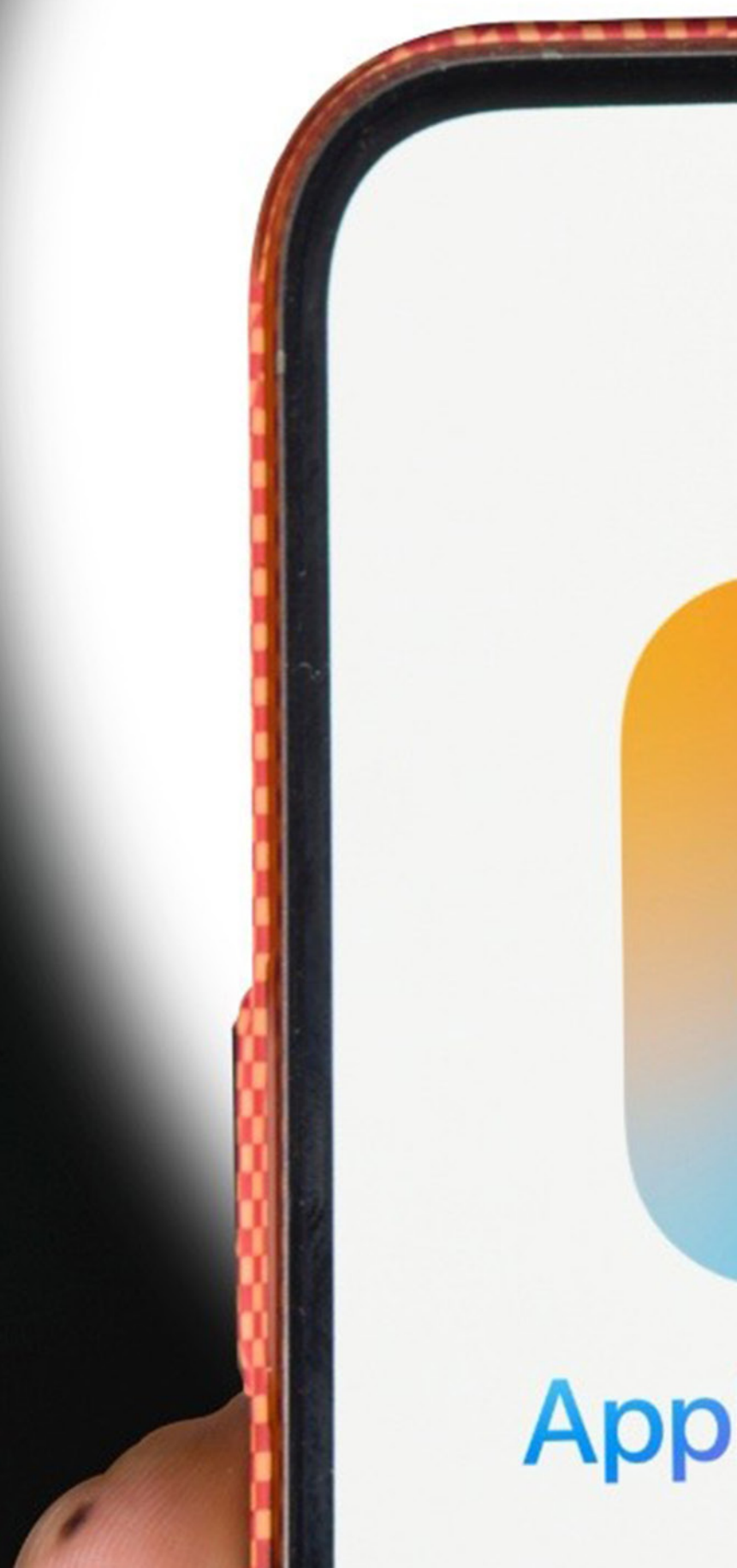


LOOKING AHEAD THE FUTURE OF INTELLIGENT AUTOMATION

By making Shortcuts smarter, Apple is pushing toward more proactive, agentic computing. Future versions could bring deeper on-screen understanding, seamless cross-device coordination, and even personalized adaptations based on your habits — always with clear consent.

Right now, though, the iOS 27 version already delivers huge value. It turns a hidden gem into an everyday essential, saving time and smoothing out life's little frictions so you can focus on what matters.

Whether you have been automating for years or this is your first time opening Shortcuts, give it a try when it arrives. Describe your first workflow and watch Apple Intelligence make it real. In a world of flashy AI promises, this feels like the useful, delightful kind we have been waiting for.



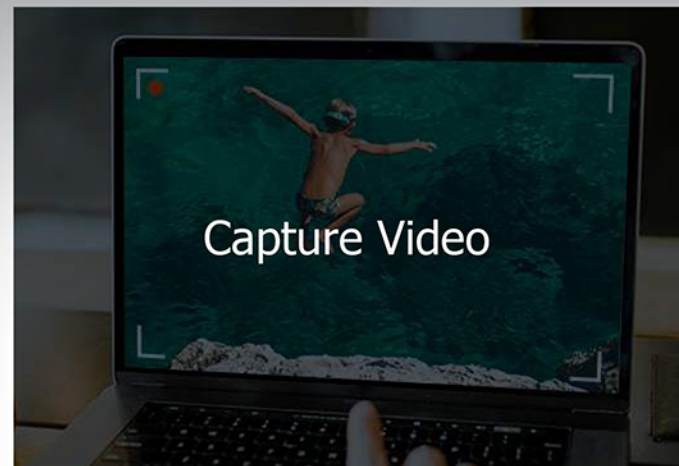
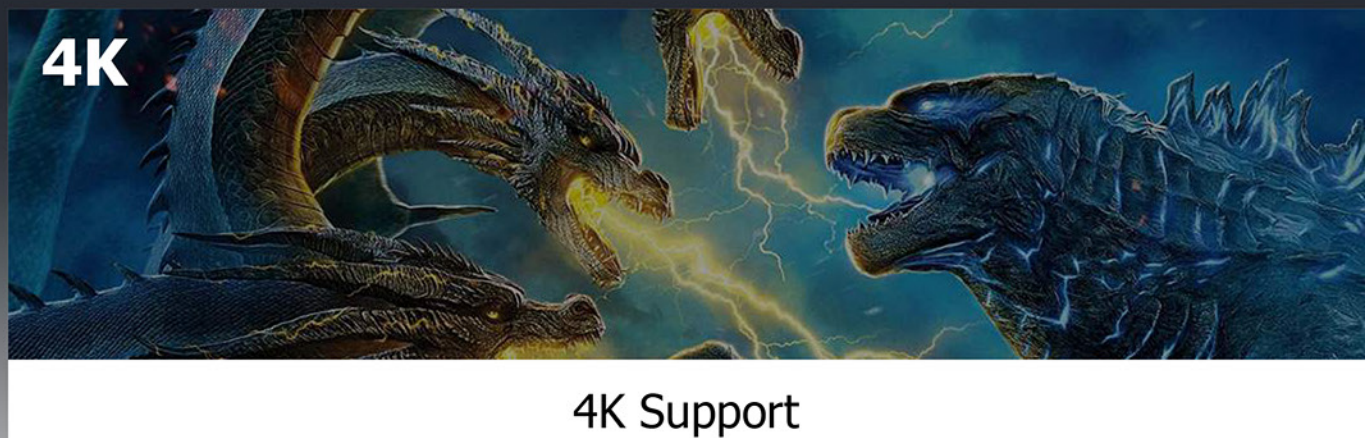
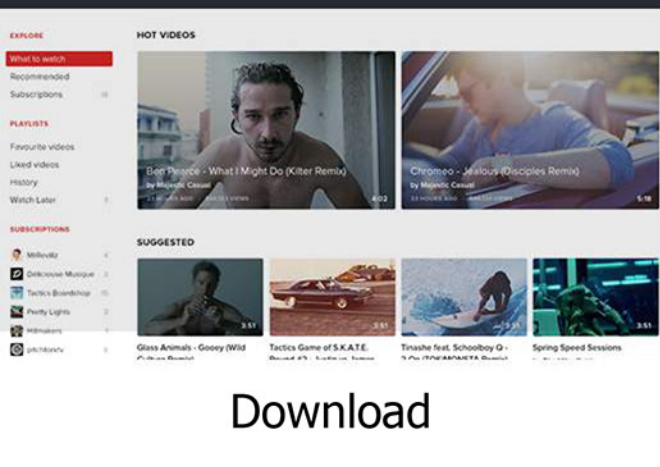




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GOOGLE'S REPORTED \$920 MILLION MONTHLY SPACEX DEAL HIGHLIGHTS AI INFRASTRUCTURE ARMS RACE

A reported agreement that could see Google pay SpaceX approximately \$920 million per month underscores the extraordinary scale of investment flowing into artificial intelligence infrastructure. While the figure remains unconfirmed by the companies, the reported discussions illustrate how rapidly demand for computing power, connectivity, and data infrastructure is reshaping the technology industry.





Image: Saul Loeb-Pool

The potential arrangement is tied to growing interest in orbital computing and next-generation AI infrastructure, areas that have attracted increasing attention from both technology firms and investors. As AI models become larger and more computationally intensive, companies are searching for new ways to secure the capacity needed to support future growth.

The reported monthly commitment would translate to more than \$11 billion annually, placing it among the largest infrastructure-related technology agreements ever contemplated.

AI IS DRIVING UNPRECEDENTED INFRASTRUCTURE SPENDING

The AI boom has triggered a wave of spending unlike anything seen since the early cloud-computing era. Companies are investing billions of dollars in data centers, networking equipment, power generation, semiconductor manufacturing, and specialized computing systems.

Google is already among the industry's largest infrastructure investors. The company continues expanding its global network of data centers while competing with rivals that are making similarly aggressive commitments to AI development.

The scale of current investment reflects a growing belief that access to computing resources will be one of the defining competitive advantages of the next decade. As AI systems require larger amounts of training and inference capacity, infrastructure has become just as important as software.









This environment has created opportunities for companies capable of supplying that capacity, including those operating outside traditional data-center markets.

SPACEX'S EXPANDING ROLE IN THE AI ECONOMY

Although SpaceX is best known for rockets and satellite communications, its growing presence in infrastructure discussions reflects the increasing strategic value of space-based networks.

The company's Starlink constellation has already become one of the largest satellite networks ever deployed. Future projects involving orbital computing, inter-satellite laser communications, and space-based data transmission have led some analysts to view SpaceX as a potential infrastructure provider for next-generation AI systems.

Such ambitions remain largely forward-looking, but they have generated considerable investor interest. Space-based infrastructure is increasingly being discussed as a long-term solution for addressing growing computing and energy demands.

The reported Google discussions suggest that major technology companies are at least exploring how these capabilities could fit into future infrastructure strategies.



<https://www.spacex.com>

SPACEX

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INVESTORS ARE WATCHING THE NUMBERS CLOSELY

A deal approaching \$1 billion per month would have significant implications for both companies. For SpaceX, it would represent a major source of recurring revenue and further strengthen the investment case that has driven its valuation higher in private markets.

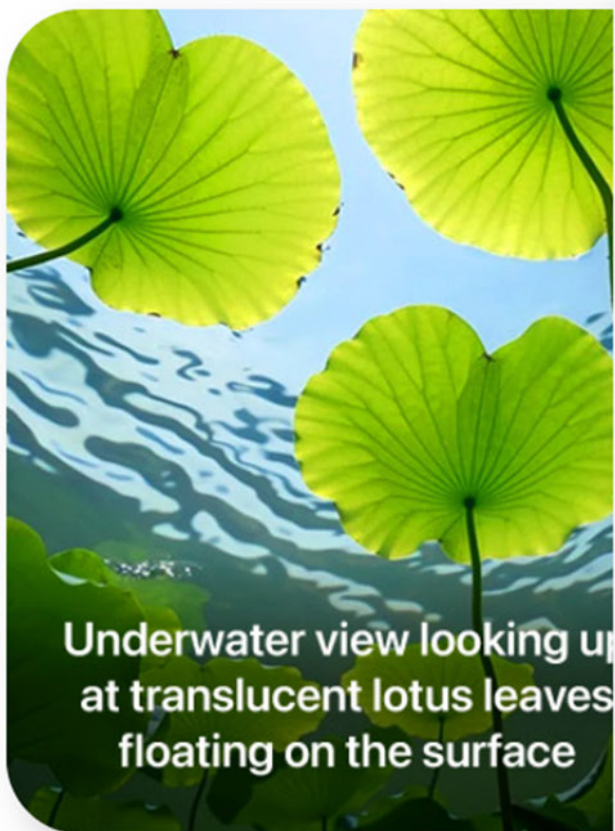
For Google, such spending would reflect the extraordinary economics surrounding AI development. The company is already investing heavily in chips, cloud infrastructure, and AI software. Additional commitments of this magnitude would signal confidence that demand for AI services will continue to expand rapidly.

The reported figure also highlights how infrastructure spending is becoming one of the primary battlegrounds in the competition between technology giants. Companies are increasingly judged not only by the quality of their AI models but also by their ability to secure the resources required to run them.

As AI adoption accelerates across industries, infrastructure providers stand to benefit alongside software developers and semiconductor manufacturers.

Whether the reported agreement ultimately materializes in its current form or evolves into a different arrangement, the discussions themselves reveal the scale of ambition driving the AI sector. What once seemed like extraordinary spending is increasingly becoming routine as technology companies compete to build the foundations of the next generation of computing.

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Yesterday

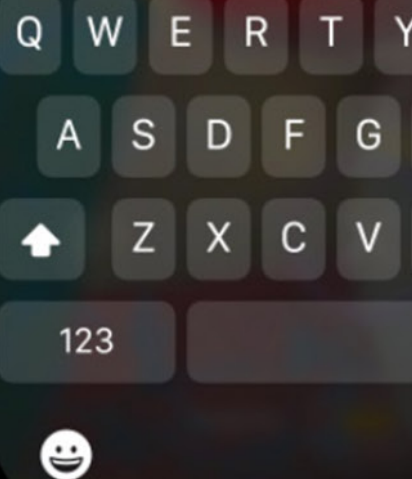
Rarest Pigment Explana



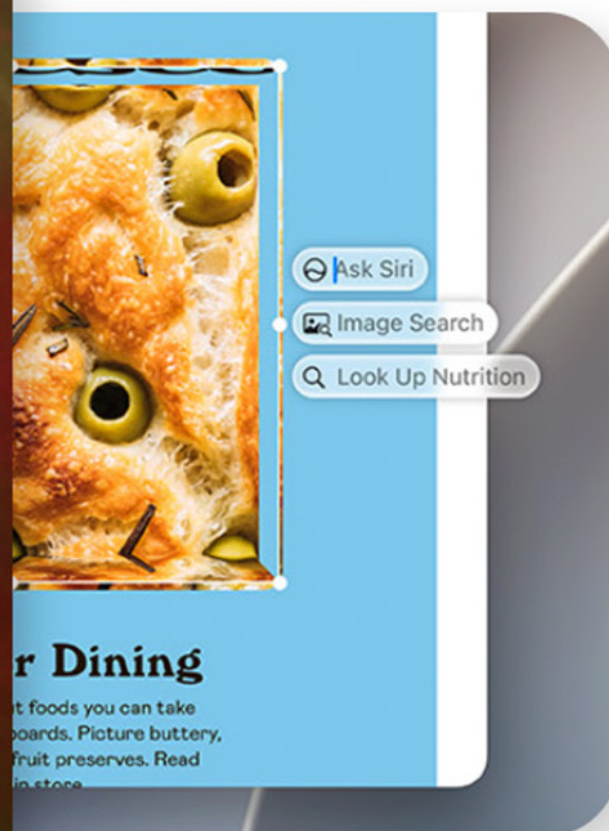
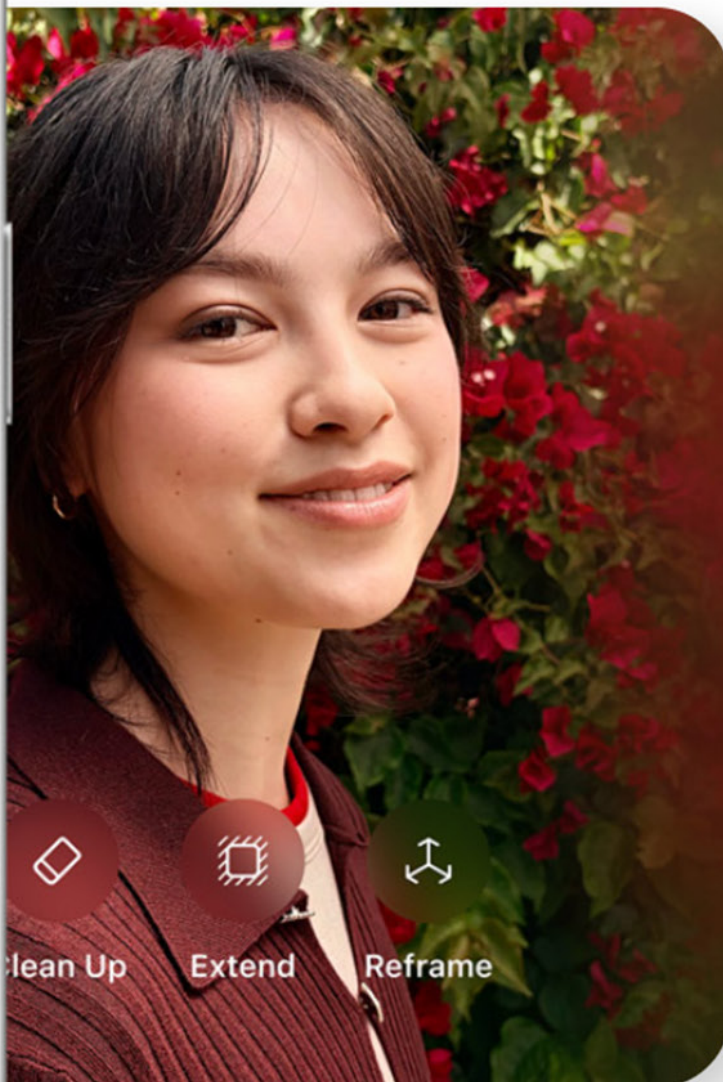
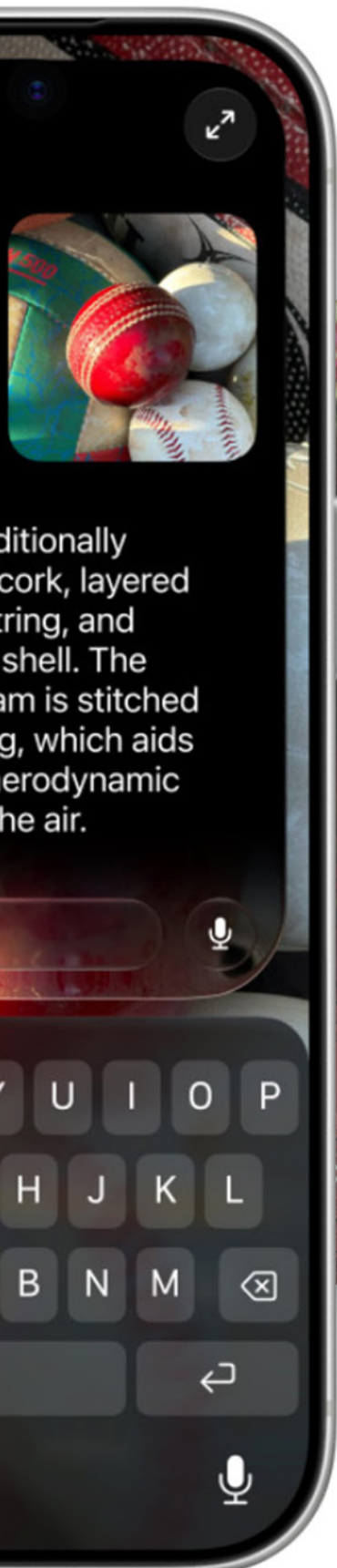
Cricket balls are traditionally made with a core of cork, with tightly wound staves encased in a leather. The prominent raised seam with six rows of stitching is what bowlers in creating a movement through the



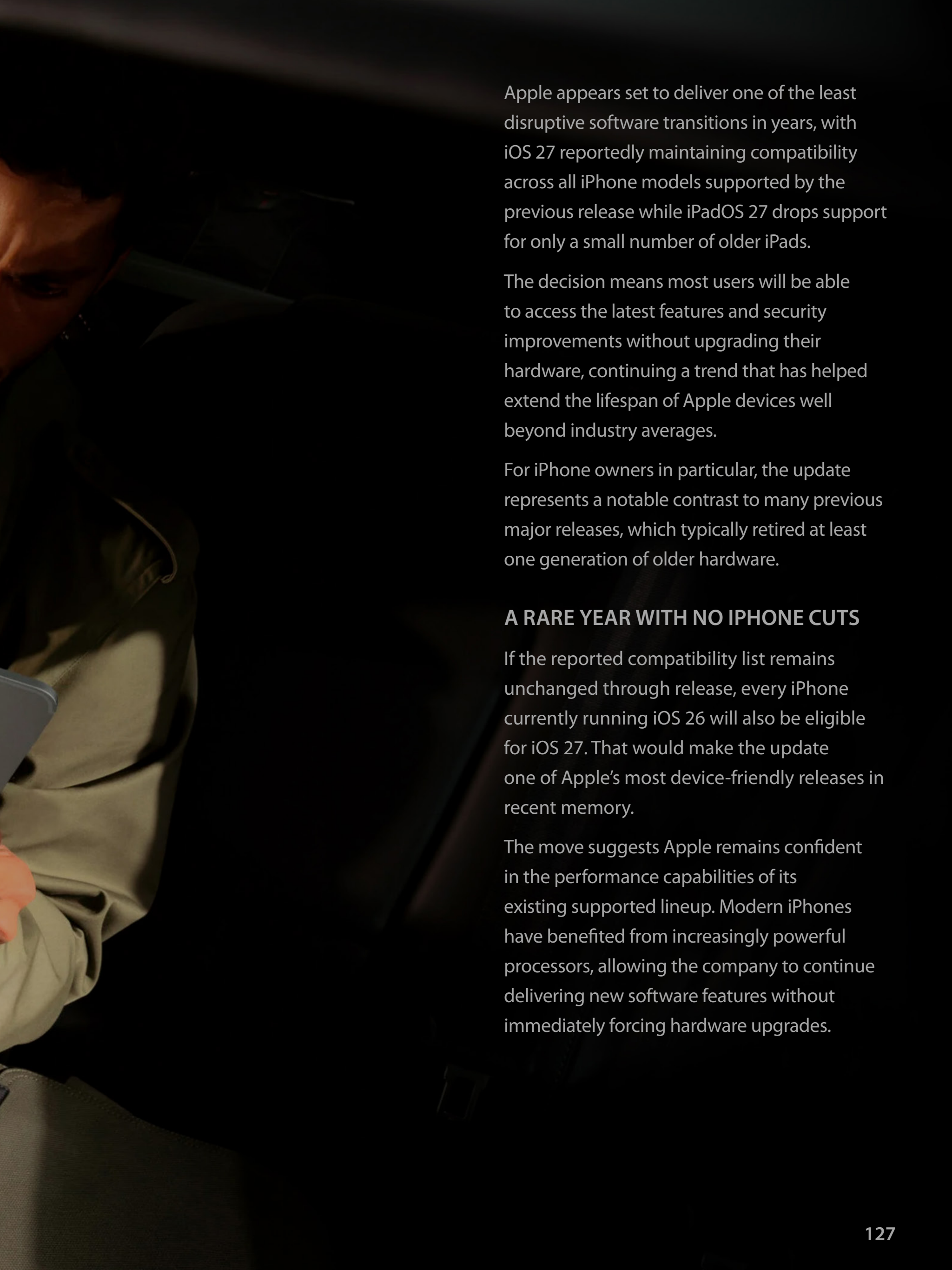
Ask Siri



IOS 27 KEEPS SUPPORT FOR MOST DEVICES AS IPADOS 27 TRIMS ONLY A FEW MODELS





A person wearing a light-colored jacket is shown in profile, looking down at a device held in their hand. The background is dark and out of focus, suggesting an indoor setting with low lighting.

Apple appears set to deliver one of the least disruptive software transitions in years, with iOS 27 reportedly maintaining compatibility across all iPhone models supported by the previous release while iPadOS 27 drops support for only a small number of older iPads.

The decision means most users will be able to access the latest features and security improvements without upgrading their hardware, continuing a trend that has helped extend the lifespan of Apple devices well beyond industry averages.

For iPhone owners in particular, the update represents a notable contrast to many previous major releases, which typically retired at least one generation of older hardware.

A RARE YEAR WITH NO IPHONE CUTS

If the reported compatibility list remains unchanged through release, every iPhone currently running iOS 26 will also be eligible for iOS 27. That would make the update one of Apple's most device-friendly releases in recent memory.

The move suggests Apple remains confident in the performance capabilities of its existing supported lineup. Modern iPhones have benefited from increasingly powerful processors, allowing the company to continue delivering new software features without immediately forcing hardware upgrades.

Claro BR



Tue 9 Jun

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Not every new capability will necessarily reach every supported model. Apple frequently reserves more advanced AI, camera, or machine-learning features for devices with newer chips, while still providing the broader operating system update across the lineup.

That approach allows the company to balance innovation with long-term device support, giving users access to security updates and interface improvements even when certain flagship features remain exclusive to newer hardware.

IPADOS 27 FOCUSES ON NEWER TABLETS

The situation is slightly different on the iPad side. While the vast majority of supported iPads are expected to remain compatible, a handful of older models are reportedly reaching the end of their software lifecycle.

This reflects the growing demands of modern tablet software. Recent versions of iPadOS have increasingly emphasized multitasking, productivity, advanced graphics, and AI-powered functionality, all of which place greater demands on hardware resources.

As Apple continues to position the iPad as a more capable computing platform, older devices eventually face limitations that make long-term support more difficult.

Even so, the number of affected models appears relatively small compared with many previous platform transitions.



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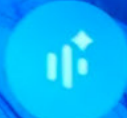
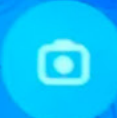
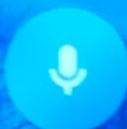
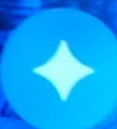
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LONGER SUPPORT BECOMES A COMPETITIVE ADVANTAGE

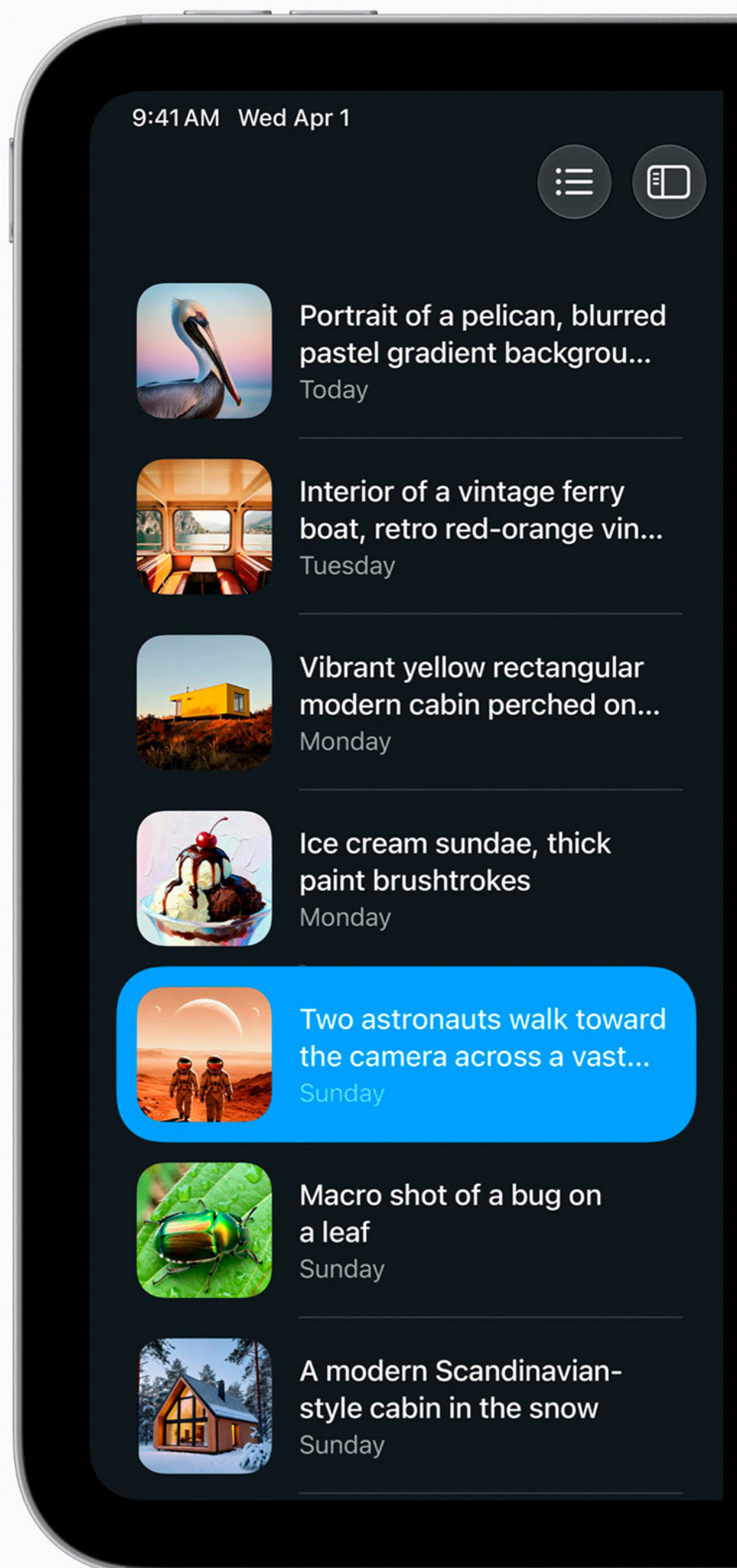
Extended software support has become an increasingly important factor in consumer purchasing decisions. Smartphones and tablets are being kept longer than ever, making update longevity a significant differentiator.

Apple has consistently outperformed much of the industry in this area, often providing major operating system updates for five, six, or even seven years after a device launches. The reported iOS 27 compatibility list reinforces that reputation.

Longer support cycles also have broader implications. They improve resale values, reduce electronic waste, and give users greater confidence that their devices will remain functional and secure for years after purchase.

For businesses and educational institutions managing large fleets of devices, extended support can significantly reduce replacement costs and simplify deployment planning.

As attention turns toward Apple's next software generation, the compatibility story may prove nearly as important as the new features themselves. While much of the spotlight will fall on interface changes, AI enhancements, and productivity upgrades, many users may welcome a simpler headline: their current iPhone is likely ready for another year.



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CHATGPT LOADING ISSUES DRIVE USERS TO CLAUDE AND GROK AHEAD OF IPO



ChatGPT

ChatGPT has faced mounting technical frustrations over recent weeks with users reporting persistent loading problems across web browsers and mobile apps. Delays in response generation frequent errors and inaccessible conversation histories have driven widespread dissatisfaction. Many paying subscribers are canceling their plans and migrating to competitors like Claude and Grok seeking better reliability and performance. These issues come at a critical time for OpenAI as the company prepares for a high-stakes IPO.

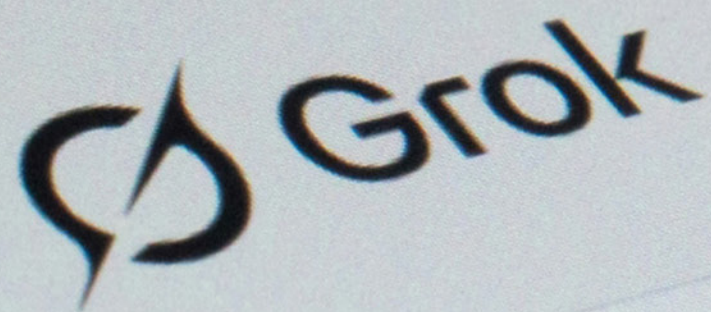
THE GROWING COMPLAINTS

Users across platforms describe similar problems chats failing to load especially long conversations with messages like Unable to load conversation appearing frequently. Browser versions suffer from sluggish UI rendering in extended threads while the app experiences timeouts and incomplete responses. These issues have intensified in recent months affecting both free and Plus users.

Reports on OpenAI's community forums Reddit and Downdetector highlight elevated error rates and latency. Long chats that once worked smoothly now freeze or become inaccessible after backend updates. High server traffic complex prompts and accumulated context contribute to the slowdowns but many users feel the problems have worsened despite promised improvements.

REASONS BEHIND THE PROBLEMS

OpenAI's rapid scaling to hundreds of millions of users strains infrastructure. Features like advanced models and memory



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Chat

ChatGPT

systems introduce complexity that impacts performance. Updates to the backend memory architecture have caused regressions making older conversations hard to retrieve. Browser rendering of lengthy code or detailed outputs adds further delays sometimes taking minutes for responses to appear.

Network errors Something went wrong messages and partial outages compound the frustration. While OpenAI's status page occasionally acknowledges elevated error rates fixes often feel temporary. Users in different regions report varying severity suggesting possible CDN or regional server challenges.

USERS CANCEL AND SWITCH

Frustrated subscribers are actively canceling ChatGPT Plus. Videos and posts titled I Cancelled ChatGPT Plus in 2026 detail shifts to Claude for superior reasoning and fewer glitches or Grok for consistent performance and unique capabilities. Forums buzz with advice on exporting data before cancellation and importing to new platforms.

Claude gains praise for handling long contexts better and maintaining speed. Grok attracts users seeking reliable service without frequent interruptions. This migration reflects a broader trend users prioritize service quality over brand loyalty when daily workflows suffer. Power users managing projects or coding sessions report the most significant productivity losses.

COMPLAINTS ALL OVER THE INTERNET

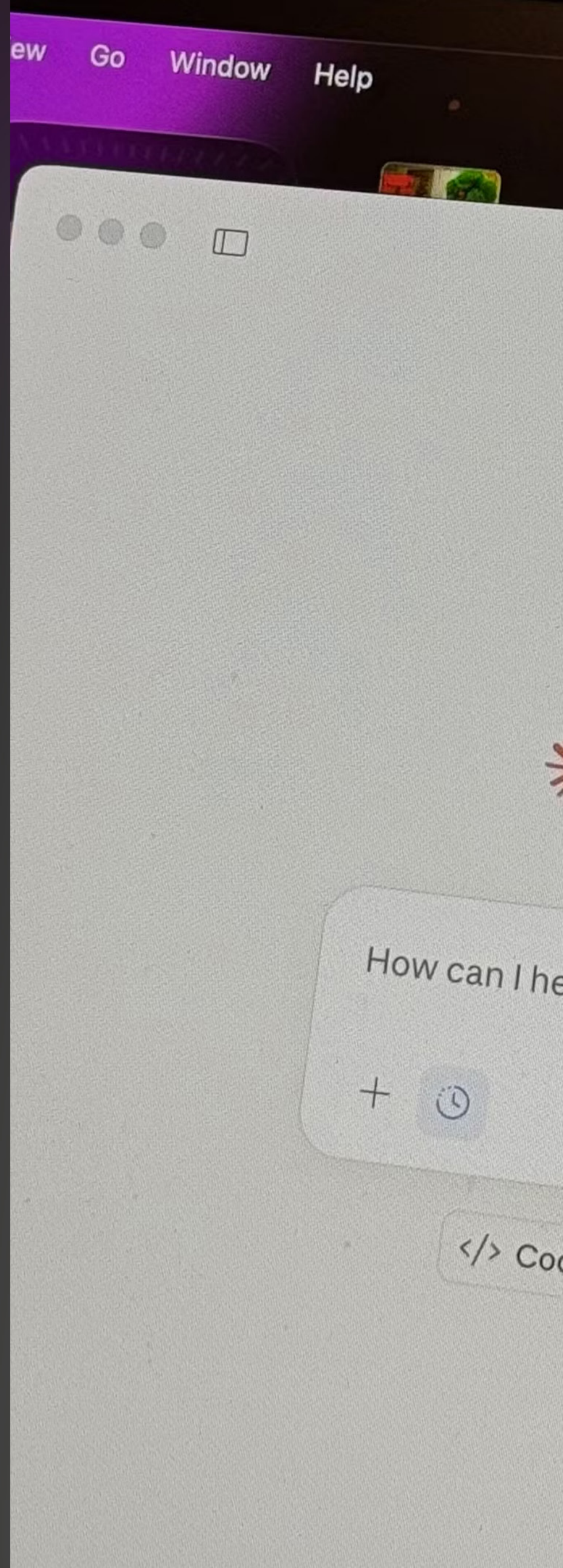
Discussion groups Reddit threads and X posts overflow with venting. Threads like Is ChatGPT Extremely Slow or Error-Prone and ChatGPT UI becomes unusable in long chats accumulate hundreds of comments. Users share workarounds such as starting new chats frequently clearing cache or switching devices but these offer only partial relief.

Social media amplifies the noise with hashtags and complaints trending during peak outage periods. International users note additional problems with multilingual support or regional access. The volume of negative feedback creates a perception of declining quality pressuring OpenAI's reputation as the leader in consumer AI.

IMPACT ON THE IPO

OpenAI has confidentially filed for an IPO with ambitions for a massive valuation. However slowing user growth missed internal targets and subscription churn raise concerns among investors. Performance issues could hinder revenue projections if they drive continued cancellations or deter new sign-ups.

Enterprise focus helps mitigate some risks but consumer-facing ChatGPT remains central to the brand and growth narrative. Persistent technical problems might force OpenAI to invest heavily in infrastructure fixes potentially affecting profitability timelines. Analysts watch closely as reliability directly ties to user retention and monetization ahead of public market scrutiny.



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Life stuff



Claude's choice

THE ROAD AHEAD

OpenAI must address these pain points urgently to stem user exodus. Improvements in model efficiency better conversation management tools and expanded capacity could restore confidence. Enhanced transparency on status updates and faster rollout of fixes would help.

Competitors like Claude and Grok continue innovating capitalizing on ChatGPT's stumbles. For users the shift highlights AI's maturing market where performance and stability matter as much as intelligence. As OpenAI navigates its IPO journey resolving these operational challenges will be key to maintaining dominance and delivering on promises to millions of users worldwide.

The coming weeks will reveal whether OpenAI can turn the tide or if frustrations will further accelerate the migration to alternatives. Reliable fast AI access has become table stakes and ChatGPT's users are voting with their subscriptions.



ChatGPT

TIM COOK'S LEGACY: APPLE'S MASSIVE GROWTH AFTER JOBS



Tim Cook assumed leadership of Apple at a pivotal and emotionally charged moment in the company's history. Succeeding the visionary Steve Jobs, Cook faced immense pressure to sustain innovation while delivering operational excellence. His tenure, spanning nearly 15 years until his announced departure as CEO in September 2026, has been defined by extraordinary numerical growth, strategic discipline, and a transformative impact on Apple's market value. From a company valued at around \$350 billion in 2011 to over \$4 trillion today, Cook's leadership tells a story of disciplined execution and sustained expansion.

THE TRANSITION: TAKING THE HELM AFTER JOBS

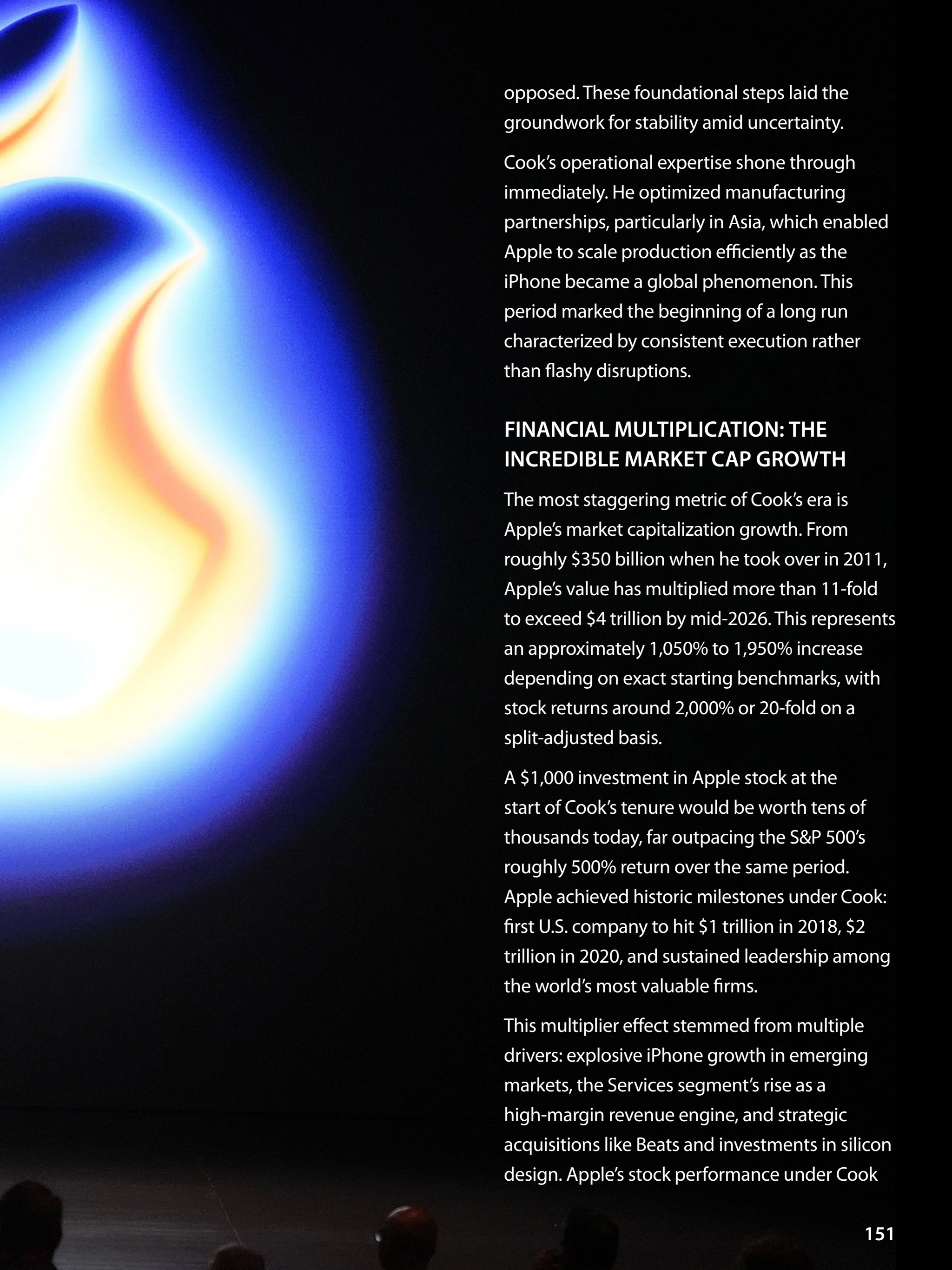
Steve Jobs resigned as CEO on August 24, 2011, due to health issues, naming Tim Cook—then Chief Operating Officer—as his successor. Just six weeks later, on October 5, 2011, Jobs passed away from complications related to pancreatic cancer. Cook, who had already served as interim CEO during Jobs' medical leaves, stepped into the role with a deep understanding of Apple's supply chain and operations but without the founder's charismatic product intuition.

At the time of the transition, Apple's fiscal 2011 revenue stood at approximately \$108 billion, with a market capitalization hovering around \$347–\$377 billion. The iPhone was gaining momentum, but skepticism abounded about whether Apple could thrive without Jobs' singular vision. Cook's early moves focused on continuity: strengthening the executive team, expanding retail presence, and initiating a dividend program that Jobs had historically









opposed. These foundational steps laid the groundwork for stability amid uncertainty.

Cook's operational expertise shone through immediately. He optimized manufacturing partnerships, particularly in Asia, which enabled Apple to scale production efficiently as the iPhone became a global phenomenon. This period marked the beginning of a long run characterized by consistent execution rather than flashy disruptions.

FINANCIAL MULTIPLICATION: THE INCREDIBLE MARKET CAP GROWTH

The most staggering metric of Cook's era is Apple's market capitalization growth. From roughly \$350 billion when he took over in 2011, Apple's value has multiplied more than 11-fold to exceed \$4 trillion by mid-2026. This represents an approximately 1,050% to 1,950% increase depending on exact starting benchmarks, with stock returns around 2,000% or 20-fold on a split-adjusted basis.

A \$1,000 investment in Apple stock at the start of Cook's tenure would be worth tens of thousands today, far outpacing the S&P 500's roughly 500% return over the same period. Apple achieved historic milestones under Cook: first U.S. company to hit \$1 trillion in 2018, \$2 trillion in 2020, and sustained leadership among the world's most valuable firms.

This multiplier effect stemmed from multiple drivers: explosive iPhone growth in emerging markets, the Services segment's rise as a high-margin revenue engine, and strategic acquisitions like Beats and investments in silicon design. Apple's stock performance under Cook

has been nothing short of legendary, cementing the company as a cornerstone of investor portfolios worldwide.

REVENUE AND PROFIT GROWTH: SCALING TO NEW RECORDS

Numbers paint a clear picture of operational success. Apple's annual revenue grew from \$108 billion in fiscal 2011 to over \$416 billion in fiscal 2025, representing roughly a quadrupling or 10-11% compound annual growth rate (CAGR). Net income saw similarly robust expansion, more than doubling in the early years alone and continuing upward trajectories.

Key to this was the diversification beyond hardware. Services revenue, including App Store, Apple Music, iCloud, and AppleCare, surged dramatically, often posting record quarters with gross margins exceeding 70%. By recent fiscal periods, Services contributed tens of billions annually with exceptional profitability. Product categories like wearables (Apple Watch, AirPods) and the shift to Apple Silicon further bolstered results.

Geographic expansion, particularly in Greater China and other emerging markets, delivered double-digit growth in multiple quarters. Recent highlights include a standout Q2 2026 with \$111.2 billion in revenue (up 17% year-over-year) and strong iPhone demand. Cook's emphasis on ecosystem lock-in and recurring revenue transformed Apple into a more resilient financial powerhouse less dependent on single product cycles.

Challenges existed—periods of slower iPhone sales, regulatory scrutiny, and competition







from Android—but Cook navigated them with conservative guidance, share buybacks (returning hundreds of billions to shareholders), and a focus on long-term health.

THE LAST GOOD MORNING AT WWDC: AN EMOTIONAL FAREWELL

At WWDC 2026, Tim Cook delivered what many described as his final “Good Morning” as CEO, opening the keynote in his signature understated style before an emotional address to developers. The event, focused on software advancements like iOS 27, enhanced Siri AI, and UI refinements, carried a nostalgic weight. Cook shared a pre-recorded video featuring celebrities riffing on his iconic greeting, and received a standing ovation amid tearful thanks for the community’s support.

This moment encapsulated Cook’s 15-year run. The “Good Morning” opener, a staple of Apple keynotes, symbolized consistency and warmth. As he transitions to Executive Chairman on September 1, 2026, with John Ternus stepping in as CEO, the farewell highlighted gratitude and reflection on Apple’s evolution from hardware innovator to services and AI leader.

A LASTING LEGACY AND THE PATH FORWARD

Cook’s tenure proves that methodical leadership can yield outsized results. Beyond numbers, he advanced initiatives in privacy, environmental sustainability, and diversity, while steering Apple through the COVID-19 era with strong remote work adaptations and supply chain resilience. Apple Silicon’s successful transition from





Intel marked a bold strategic win, delivering performance and efficiency gains.

Critics sometimes note a perceived slower pace of revolutionary products compared to the Jobs era, yet the data underscores unparalleled value creation. Cook leaves Apple in a position of strength: massive cash reserves, a loyal user base exceeding two billion devices, and leadership in premium computing and services.

As the company enters its next chapter, Cook's multiplier effect—turning Apple into one of the most valuable enterprises in history—will be studied in business schools for decades. His story is one of quiet competence delivering loud results: from operational wizardry to a \$4 trillion empire. The long run after Jobs not only sustained the magic but amplified it exponentially.

APPLE REMOVES WALKIE-TALKIE FROM APPLE WATCH IN WATCHOS 27 BETA





The first developer beta of watchOS 27 brought an unexpected change that caught many Apple Watch users off guard. The Walkie-Talkie app, a handy feature for quick voice connections over cellular or Wi-Fi, has been completely removed. It no longer appears in the app list, complications have vanished from watch faces, and references in Control Center are gone too.

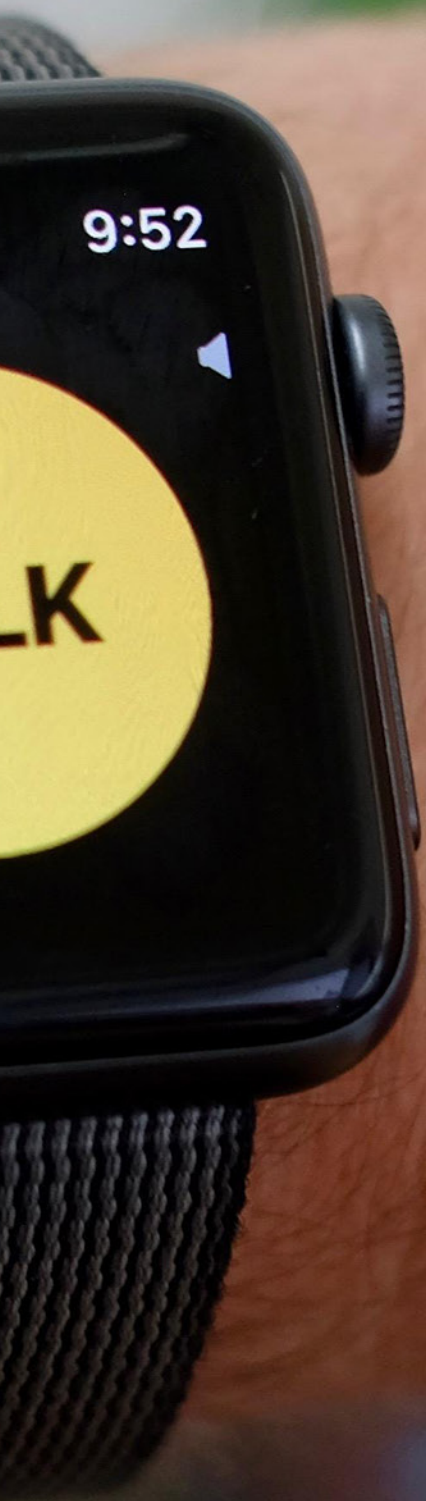
This quiet removal comes as part of broader shifts in watchOS 27, which focuses on newer hardware and enhanced intelligence features. While some users relied on Walkie-Talkie for work coordination, family check-ins, or outdoor adventures, its departure signals Apple's move toward more integrated communication tools powered by the latest advancements.

REASONS BEHIND THE REMOVAL

Apple has not officially detailed why Walkie-Talkie was cut, but the timing aligns with the company's push for Apple Intelligence across the ecosystem. With a smarter Siri taking center stage in watchOS 27, features that feel dated or underused may be streamlined to make room for more capable alternatives. Walkie-Talkie, introduced years ago as a fun push-to-talk option, saw limited evolution compared to Messages, Phone, or the new AI-driven interactions.

The decision also ties into hardware compatibility changes. watchOS 27 drops support for several older models, allowing Apple to optimize deeply for newer chips that handle advanced AI workloads more efficiently. By focusing resources, the company can deliver a snappier, more responsive experience on supported devices without maintaining legacy code for less popular functions.





ALTERNATIVES FOR QUICK COMMUNICATION

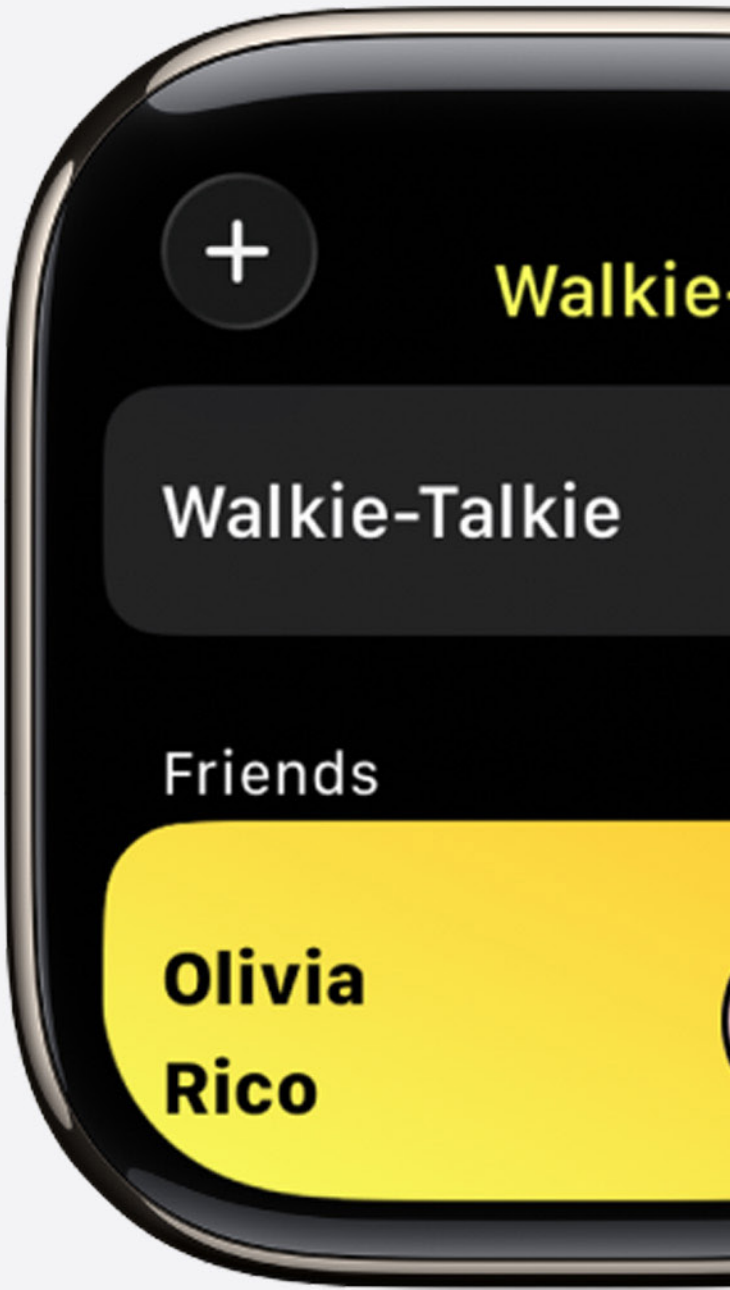
Users who enjoyed the instant connection of Walkie-Talkie have several solid options in watchOS 27. The revamped Siri AI now handles voice requests more conversationally, making it easier to send quick voice messages or initiate calls hands-free. For group chats, the improved Messages app with better dictation and smart replies fills much of the gap.

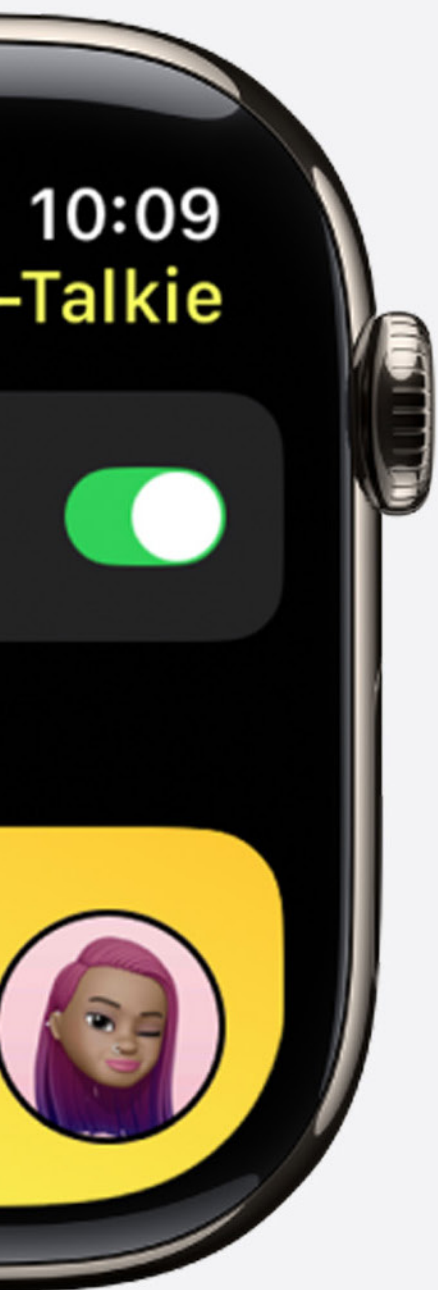
Cellular Apple Watch models still support direct calling and FaceTime Audio, which offer similar real-time interaction without needing a separate app. Families using Family Setup can lean on location sharing and notifications for quick status updates. While nothing exactly replicates the walkie-talkie push-and-talk simplicity, these tools feel more seamless in the modern Apple Watch experience.

IMPACT ON EXISTING USERS AND WORKFLOWS

For those who used Walkie-Talkie regularly, especially in professional settings like construction sites or team coordination, the change requires adjustment. Complications that once provided one-tap access are no longer available, forcing a rethink of watch faces and daily routines. Some early beta testers expressed disappointment on forums, noting it was a reliable tool despite not being a daily driver for everyone.

On the positive side, the removal cleans up the interface and reduces clutter. watchOS 27 introduces a dynamic app grid and smarter organization, making frequently used apps easier to reach. This shift encourages users to embrace





newer communication methods that integrate better with Apple Intelligence, potentially offering more context-aware and personalized interactions over time.

WHAT WATCHOS 27 BRINGS INSTEAD

The beta highlights exciting additions that overshadow the loss for many. A dedicated Siri app brings powerful AI assistance directly to your wrist, with improved understanding and proactive suggestions. The dynamic app grid responds to the Digital Crown for intuitive navigation, while enhancements to Workout Buddy, Smart Stack, and Find My add practical value.

Battery life and performance optimizations also shine through, particularly on supported models like the Apple Watch Series 9 and later, Ultra 2, and newer SE. These improvements make the watch feel fresher overall, even as it sheds older features.

COMPATIBILITY CHANGES AND WHO IS AFFECTED

watchOS 27 narrows support to more recent hardware, excluding Series 6 through 8, the second-generation SE, and the original Ultra. Only newer watches get the full update, including the Walkie-Talkie removal and all new capabilities. Older devices will continue receiving security updates but miss out on the latest software experience.

This focus allows Apple to innovate faster without the burden of broad backward compatibility. For owners of eligible watches, it means accessing cutting-edge features sooner. Those on unsupported models might consider the trade-offs when planning their next upgrade.





 Kevin

10:09



TALK

THE SHIFT IN APPLE WATCH SOFTWARE STRATEGY

This move reflects Apple's evolving approach to software development for the Watch. By pruning features like Walkie-Talkie, the company streamlines the platform for depth over breadth. It prioritizes quality AI integrations and smooth performance on current-generation hardware, setting the stage for more intelligent wearables in the future.

Beta users are still exploring the full implications, but the consensus so far points to a cleaner, more capable watchOS that leans into what modern Apple Watch does best. As the beta progresses toward public release this fall, expect further refinements and possibly new ways to achieve quick, reliable connections.

APPLE AND EU TRADE BLAME OVER DELAYED SIRI AI LAUNCH IN EUROPE





Apple and the European Union have found themselves at odds over the delayed rollout of Apple's next-generation Siri AI features across Europe, with each side pointing to the other as the source of the slowdown.

The dispute highlights the growing tension between technology companies seeking to deploy advanced AI services and regulators attempting to enforce new digital competition and privacy rules. As artificial intelligence becomes a central battleground in the technology industry, Europe is emerging as one of the most challenging regions for launching new products.

The disagreement also comes as Apple works to modernize Siri, introducing more advanced AI capabilities designed to compete with systems from rivals such as Google, OpenAI, and Anthropic.

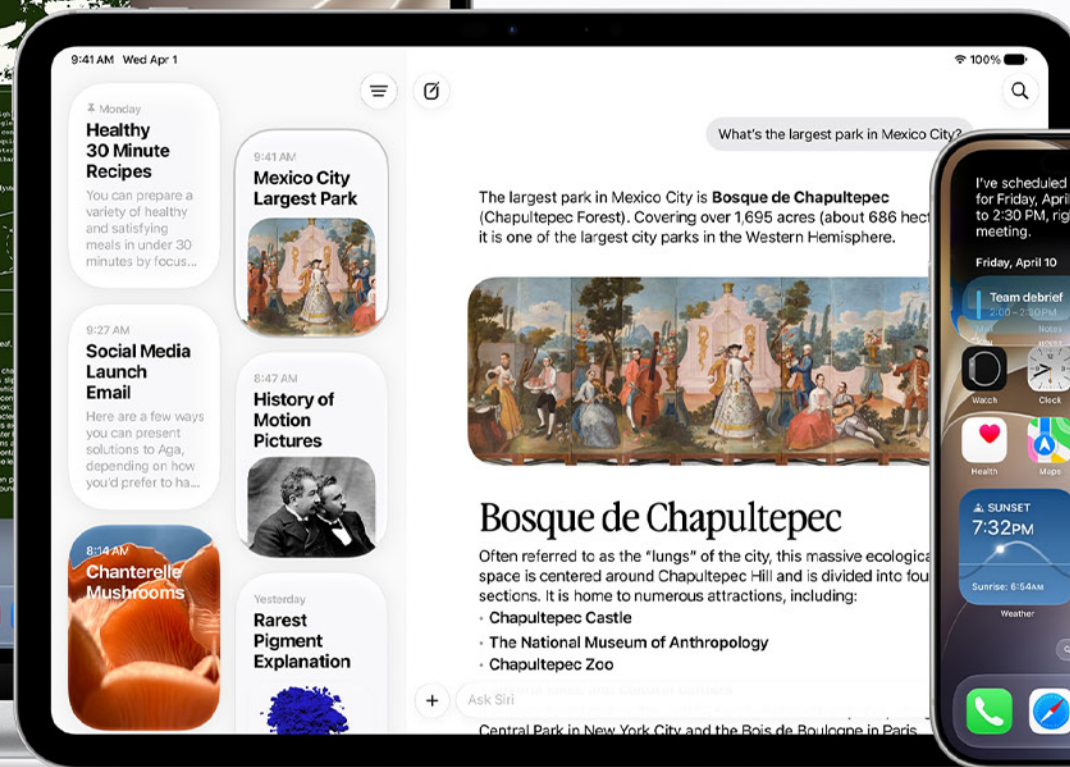
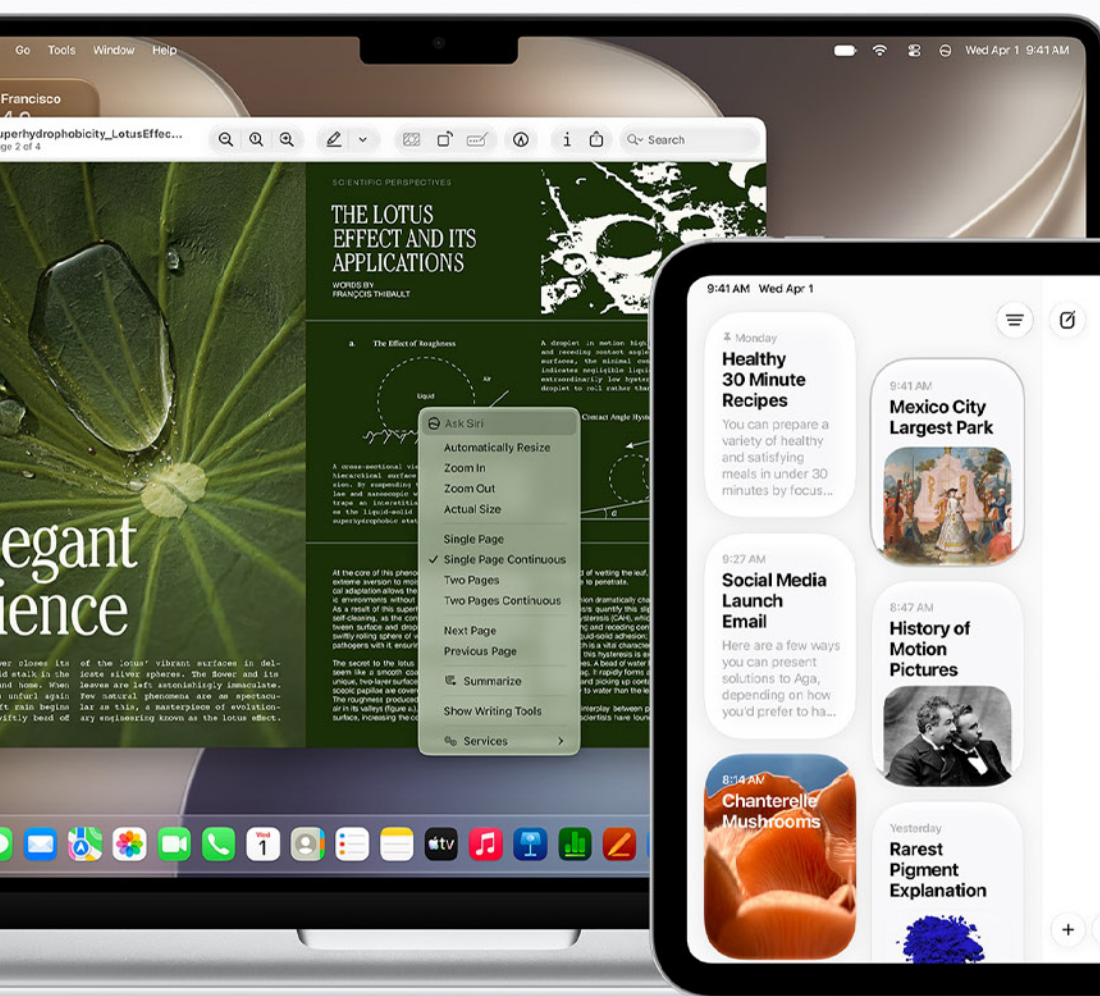
WHY THE EUROPEAN ROLLOUT IS TAKING LONGER

At the center of the dispute are Europe's evolving digital regulations. Apple has argued that certain requirements under the region's competition framework create uncertainty around how AI services can be deployed, integrated, and maintained.

The company has previously expressed concerns that some regulatory obligations could affect user privacy, security, and platform integrity. According to Apple's position, resolving these issues is necessary before introducing certain AI-powered features to European customers.

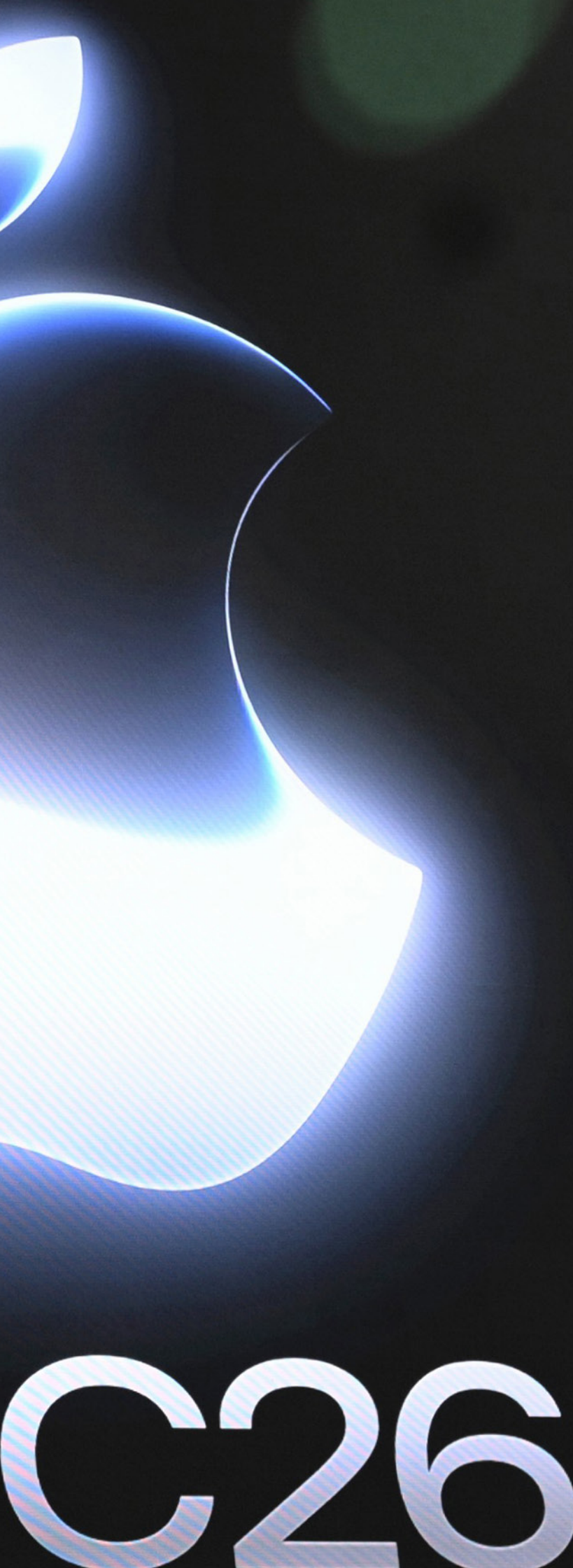
European officials, meanwhile, contend that existing rules are not preventing deployment







WWD



and argue that compliance decisions ultimately rest with Apple. From their perspective, companies operating in Europe are expected to adapt their products to the regulatory environment rather than delay launches.

The result has been a public disagreement over responsibility for the slower rollout.

SIRI'S AI OVERHAUL IS A MAJOR PRIORITY

The delayed launch is particularly notable because Apple's Siri transformation represents one of the company's most significant software initiatives in years. The updated assistant is expected to move beyond traditional voice commands and become a more contextual AI system capable of understanding conversations, personal information, and cross-app actions.

The new version is designed to operate across multiple Apple devices while maintaining continuity between interactions. This broader vision positions Siri as a more integrated part of the Apple ecosystem rather than simply a voice assistant.

For Apple, bringing these capabilities to international markets is a critical step in remaining competitive as AI becomes a standard feature across consumer technology products.

Any regional delay therefore carries both strategic and commercial implications.

EUROPE'S GROWING INFLUENCE ON AI DEVELOPMENT

The dispute reflects a larger trend in which Europe plays an increasingly influential role in shaping how technology products are developed and deployed worldwide.

Through legislation covering digital markets, privacy, and artificial intelligence, European regulators have become major stakeholders in decisions affecting global technology companies. Compliance requirements introduced in Europe often influence product design far beyond the region itself.

For AI developers, this creates a balancing act between innovation and regulation. Companies must navigate legal frameworks while attempting to launch products quickly enough to remain competitive in a rapidly evolving market.

The tension is particularly visible in AI, where technological capabilities are advancing faster than regulatory structures can adapt.

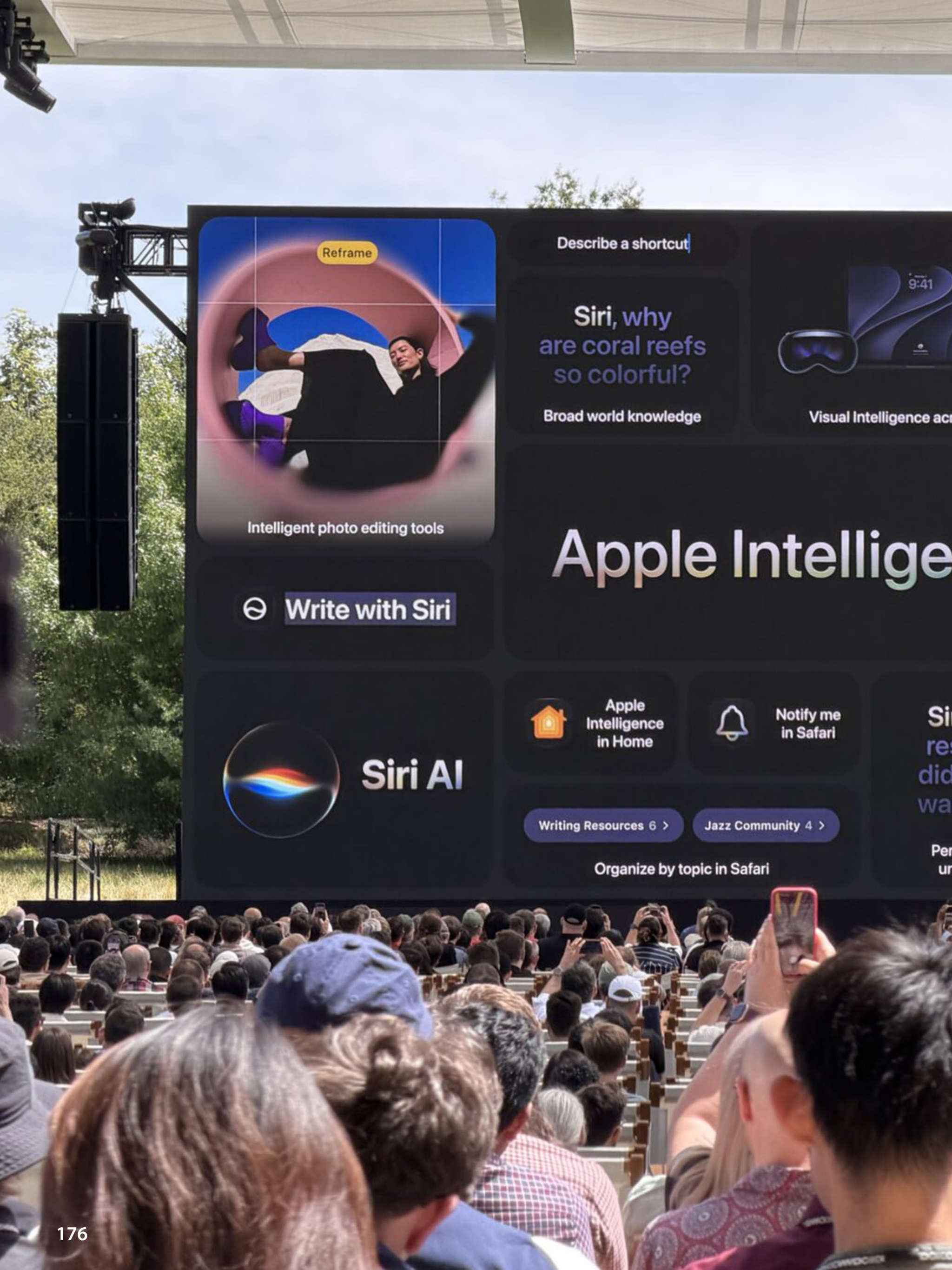
IMPLICATIONS FOR APPLE USERS

For European customers, the immediate impact is delayed access to features that may already be available elsewhere. While Apple continues to release software updates across its platforms, some advanced AI capabilities could arrive later than originally anticipated.

This creates an increasingly fragmented experience in which feature availability varies by region. Similar situations have occurred before, particularly when new regulations affect







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Write with Siri



Siri AI



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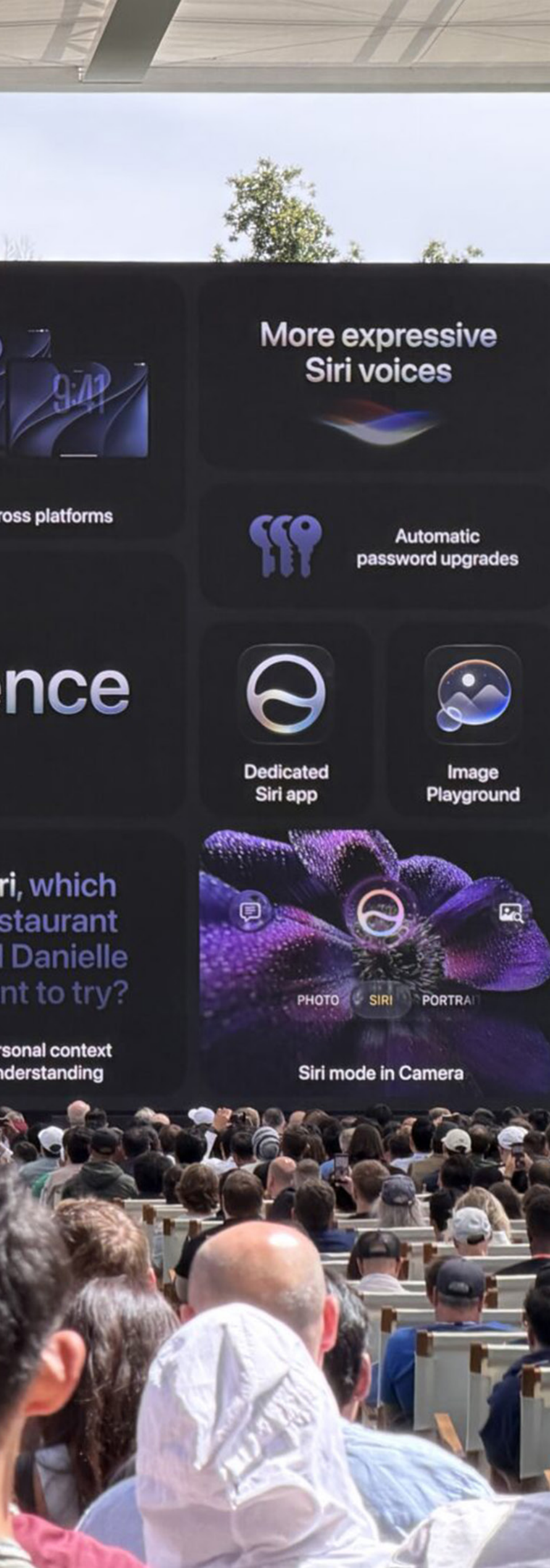


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data handling, competition requirements, or platform interoperability.

Apple has historically preferred global product launches whenever possible, making regional delays relatively unusual.

The company is therefore likely to continue working toward a resolution that allows broader deployment.

A PREVIEW OF FUTURE AI REGULATORY BATTLES

The disagreement over Siri's rollout may be an early example of a challenge that will become increasingly common. As artificial intelligence becomes integrated into operating systems, cloud services, productivity software, and consumer devices, questions about regulation are likely to multiply.

Technology companies want the flexibility to deploy new capabilities quickly, while governments seek safeguards covering privacy, competition, transparency, and security. These objectives do not always align, creating friction that can affect product availability and development timelines.

The Apple-EU dispute illustrates how AI is becoming not only a technological competition but also a regulatory one. The outcome may influence how future AI services are introduced across Europe and how companies adapt their products to one of the world's most influential regulatory environments.



CHINA APPROVES WORLD'S FIRST COMMERCIAL BRAIN IMPLANT

China has approved what officials describe as the world's first commercial invasive brain-computer interface, moving a coin-sized brain implant into the market before competitors such as Elon Musk's Neuralink. The device, known as NEO, is designed to help people with paralysis regain limited hand movement through signals translated from the brain to an external robotic glove.

The approval from China's National Medical Products Administration gives Shanghai-based Neuracle Technology and Tsinghua University a lead in one of the most closely watched areas of medical technology. While U.S. companies including Neuralink, Synchron, and Paradromics remain in human trials, China's clearance marks

a move from experimental research toward controlled commercial use.

A LESS INVASIVE PATH INTO BRAIN-COMPUTER INTERFACES

NEO differs from Neuralink's approach in one major way: placement. Instead of inserting electrodes directly into the cerebral cortex, the Chinese device uses an epidural design, with sensors resting on top of the brain's protective membrane.

That structure is intended to reduce surgical risk while still capturing enough neural activity to interpret movement intention. The trade-off is precision. Devices that penetrate brain tissue may capture higher-resolution signals, but they also involve greater risk. NEO appears to prioritize safety and practical function over maximum signal detail.

The implant is approved for adults ages 18 to 60 with quadriplegia caused by cervical spinal cord injuries. The initial commercial use remains narrow, focused on a specific group of patients rather than a broad consumer or enhancement market.

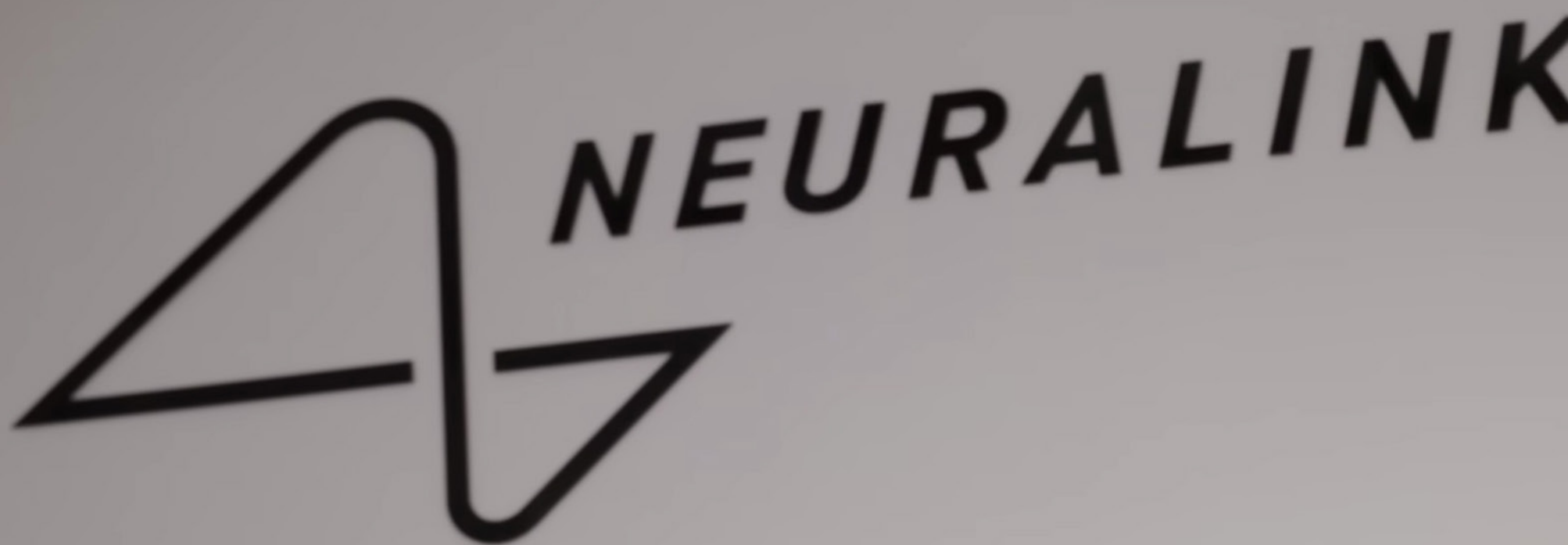
FROM BRAIN SIGNALS TO HAND MOVEMENT

The system works by detecting neural intentions related to movement and translating those signals into commands for a robotic glove. The goal is to help users perform basic daily actions, including grasping objects, drinking water, or writing.

For patients with severe paralysis, even partial restoration of hand function can carry significant









personal value. The technology does not repair the spinal cord or restore natural movement directly. Instead, it creates a bridge between brain activity and an external assistive device.

The trial involved 36 participants, giving regulators a basis for limited approval. That scale is still small by conventional medical-device standards, but it is meaningful in a field where human testing remains difficult, expensive, and highly controlled.

BEATING NEURALINK TO MARKET

The approval gives China a symbolic and practical lead over Neuralink, which has drawn global attention because of Musk's involvement and its ambitious long-term claims. Neuralink's device uses implanted threads designed to capture detailed neural signals, with the company pursuing applications ranging from paralysis assistance to future human-computer interaction.

For now, Neuralink remains in clinical trials. So do other U.S. brain-computer interface companies, including Synchron and Paradromics. Synchron has taken a less invasive route by placing its device through blood vessels, while Paradromics is focused on high-bandwidth neural data.

NEO's approval does not mean China has solved the broader brain-computer interface race. It does, however, show that Chinese regulators and researchers are willing to move faster into limited commercial deployment when a device is aimed at a defined medical need.





A STRATEGIC WIN FOR CHINA'S MEDICAL TECH AMBITIONS

The clearance arrives as China pushes to reduce dependence on foreign technology in advanced medical devices, semiconductors, artificial intelligence, and robotics. Brain-computer interfaces sit at the intersection of all of those areas.

A commercial brain implant requires neural signal processing, implantable electronics, surgical expertise, rehabilitation systems, and assistive robotics. That makes the field strategically valuable far beyond one device.

For China, approving NEO establishes an early domestic benchmark. It also gives local companies access to real-world data that can improve future generations of the technology. In brain-computer interfaces, clinical experience matters because every patient interaction helps refine signal interpretation, hardware durability, and rehabilitation workflows.

THE LIMITS OF THE BREAKTHROUGH

Despite the milestone, NEO remains a medical assistive technology with limited scope. It is not a general-purpose brain implant and is not aimed at healthy users. Its current function is focused on translating movement intention into external hand assistance.

Long-term questions remain around durability, signal stability, patient training, surgical risk, and real-world reliability. Brain-computer interfaces can work well in controlled environments, but daily use introduces more difficult conditions: fatigue, inconsistent signals, hardware wear, and

the need for repeatable performance outside clinical settings.

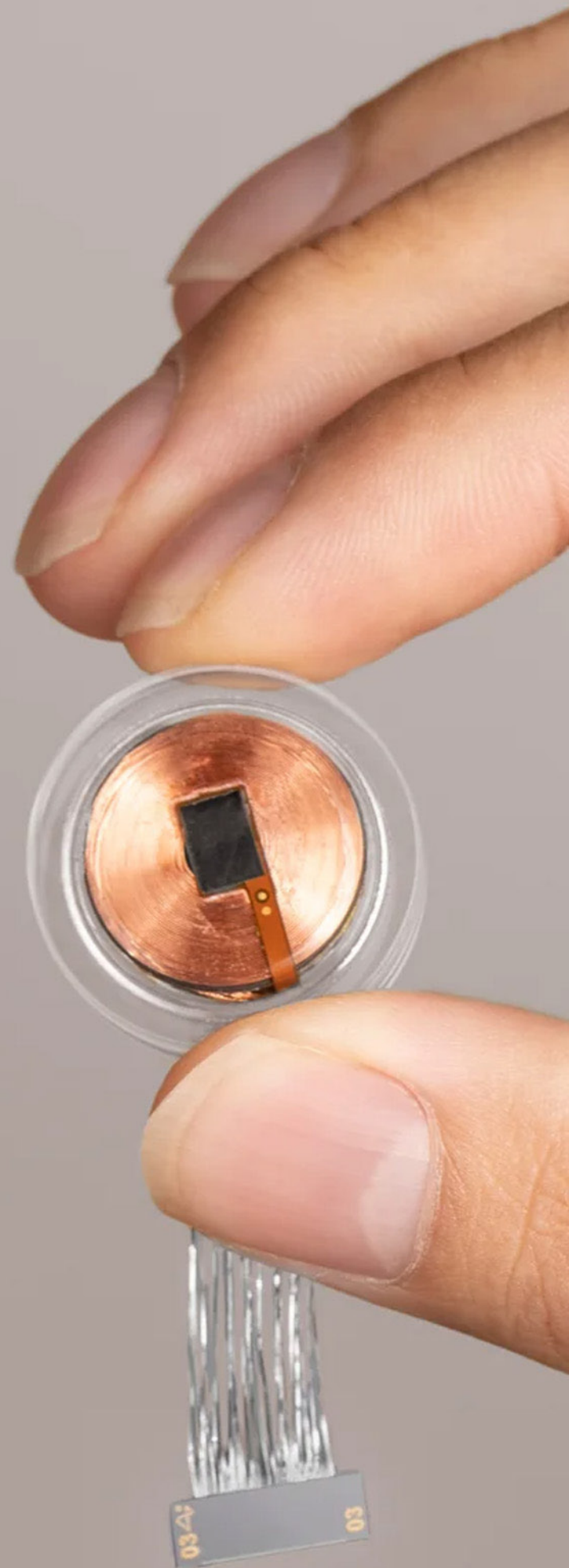
Commercial approval also brings new responsibilities. Scaling beyond trials requires training surgeons, supporting patients after implantation, monitoring complications, and proving that benefits remain meaningful over time.

THE START OF A NEW MARKET

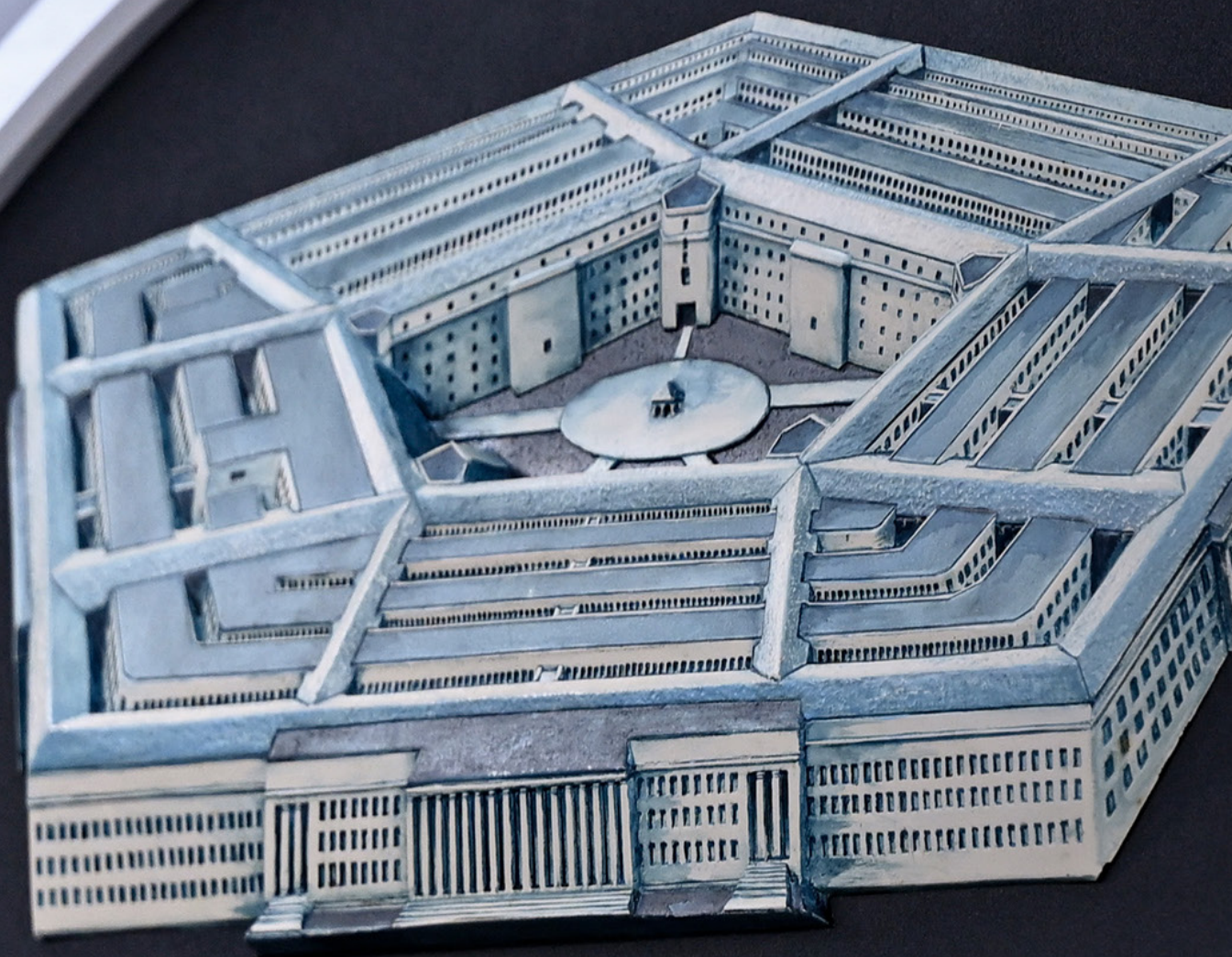
NEO's approval turns brain-computer interfaces from a futuristic research category into an early commercial medical market. The first use case is narrow, but the implications are wide.

If the technology proves reliable, future versions could support more advanced movement assistance, communication tools, or integration with other rehabilitation systems. Competing approaches may still win in different categories, especially where higher signal resolution is needed.

China's lead here comes from choosing a practical target: a lower-risk implant, a defined patient population, and a measurable physical outcome. That may be enough to give NEO a head start before more complex systems reach the market.







THE PENTAGON

WASHINGTON

PENTAGON ADDS ALIBABA AND BYD TO CHINESE MILITARY-AFFILIATED LIST



The U.S. Department of Defense has designated Alibaba and BYD as companies it says are linked to or supporting China's military-industrial ecosystem, placing two of China's most prominent corporations under increased scrutiny from Washington.

The designation does not automatically impose sanctions or prohibit business activities in the United States. However, it carries significant reputational and geopolitical implications, increasing pressure on companies that already operate in the middle of growing tensions between the world's two largest economies.

PART OF A BROADER U.S.-CHINA TECHNOLOGY STRUGGLE

The Pentagon's list is part of a broader effort by the U.S. government to identify Chinese companies believed to have connections to military modernization efforts. Washington has increasingly focused on the relationship between China's commercial sector and its defense establishment, particularly in areas involving advanced technology, artificial intelligence, telecommunications, and strategic manufacturing.









The inclusion of Alibaba is notable because of its role as one of China's largest cloud computing and e-commerce companies. Alibaba has invested heavily in artificial intelligence, data infrastructure, and enterprise technologies, sectors that U.S. officials increasingly view as strategically important.

BYD's addition is equally significant. The company has become one of the world's largest electric vehicle manufacturers and battery producers, expanding aggressively across Europe, Asia, and Latin America while competing directly with global automakers.

WHY ALIBABA DRAWS ATTENTION

Alibaba's cloud division is one of China's largest providers of computing infrastructure, supporting businesses, government agencies, and AI developers. As artificial intelligence becomes increasingly dependent on massive computing resources, cloud platforms are being viewed as strategic assets rather than simply commercial services.

U.S. policymakers have repeatedly expressed concerns that technologies developed for civilian use can also support military applications. This concept, often referred to as civil-military fusion, has become a central issue in Washington's approach toward Chinese technology firms.

Alibaba has previously faced regulatory and geopolitical scrutiny, though the Pentagon designation elevates concerns beyond commerce and competition into national security territory.

BYD'S RISE CHANGES THE DISCUSSION

BYD's inclusion reflects the growing strategic importance of electric vehicles and battery technology. Once primarily viewed as a commercial automaker, BYD has evolved into a major global manufacturer whose supply chains span critical minerals, battery production, semiconductors, and vehicle assembly.

The company has emerged as one of the strongest challengers to Tesla in global electric vehicle sales. Its rapid expansion has attracted attention not only from investors but also from governments examining the security implications of critical industrial supply chains.

As nations increasingly view batteries and energy technologies as strategic assets, companies operating in those sectors face greater geopolitical scrutiny.

POTENTIAL IMPACT ON INVESTORS

Although the Pentagon list does not itself create investment restrictions, similar designations have sometimes led to additional regulatory actions. Investors closely monitor such developments because they can influence future policy decisions, procurement rules, and government contracts.

Public companies placed on these lists may also experience increased scrutiny from institutional investors evaluating geopolitical risks. The designation can affect market sentiment even when no immediate operational restrictions are imposed.

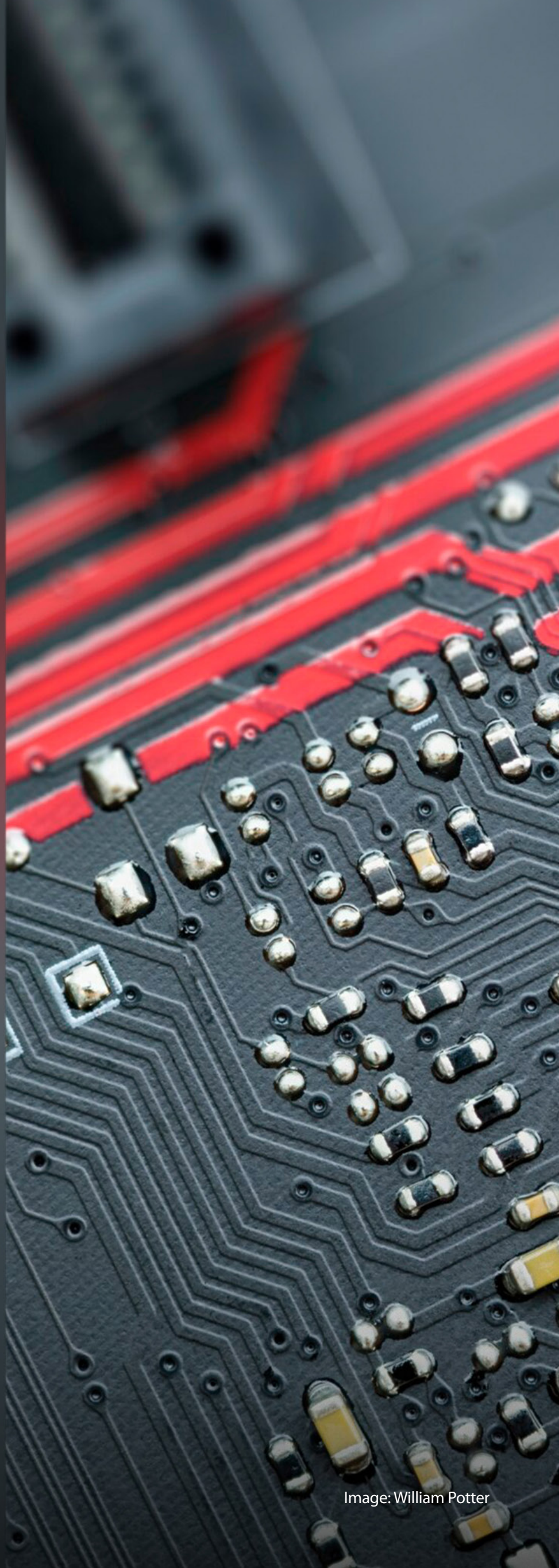
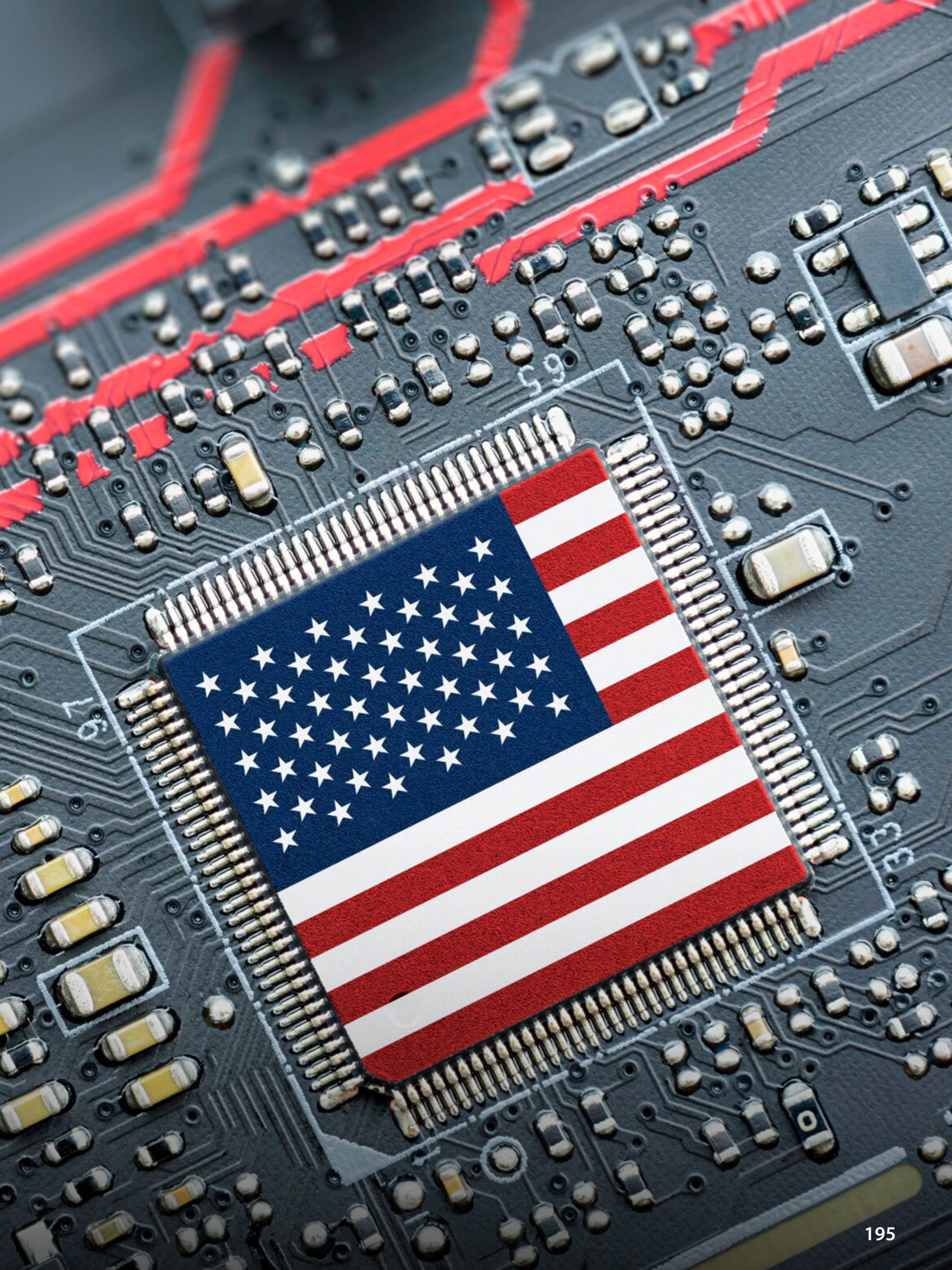


Image: William Potter



For multinational corporations and financial institutions, understanding exposure to companies named by U.S. authorities has become an increasingly important part of risk assessment.

TECHNOLOGY, AI, AND NATIONAL SECURITY

The inclusion of Alibaba and BYD reflects a broader trend in which technology and industrial companies are increasingly viewed through a national security lens. Artificial intelligence, cloud computing, semiconductors, energy systems, and advanced manufacturing are now frequently discussed as strategic capabilities rather than purely commercial markets.

This shift has reshaped government policy across multiple countries, influencing investment reviews, export controls, supply chain strategies, and corporate partnerships.

As AI and advanced technologies become more central to economic growth, governments are paying closer attention to the companies developing and operating those systems.





Alibab

PRESSURE ON GLOBAL BUSINESS RELATIONSHIPS

The Pentagon's decision adds another layer of complexity to international business relationships. Companies operating globally must navigate an environment where commercial success increasingly intersects with geopolitical considerations.

For Alibaba and BYD, the designation arrives as both companies continue expanding internationally. Investors, customers, and partners will likely monitor whether the move leads to additional policy actions or remains primarily a symbolic signal of Washington's concerns.

The development underscores how technology, artificial intelligence, energy infrastructure, and manufacturing have become central battlegrounds in the evolving strategic competition between the United States and China.

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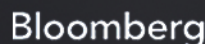
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